

THE QUILL

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Art

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Weeklies

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December, 1959

50 Cents

A MAGAZINE FOR JOURNALISTS

December is a month of celebration. In reverence, or quiet delight, or in pure, noisy joy, American families celebrate the Christmas and New Year season.

December, ironically, is also a month of mourning. It is a month when traffic deaths and injuries reach an appalling peak. Ugly weather, long hours of darkness, and crowded streets shorten the odds against drivers who already have gambled too heavily on speed—or a couple of drinks.

Will you extend the season's greetings in your obituary column?

December is here. But there is still time for you to help your community move through the season safely—and happily.

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CARTOONIST OF THE MONTH

Lou Grant, whose cartoon drawn especially for *THE QUILL* appears on the editorial page, is the editorial cartoonist of the *Oakland, California, Tribune* and his cartoons are now syndicated by Adcox - Lenahan. He began his newspaper career as an office boy for the *Los Angeles Examiner*. After service in World War II he joined the *Milwaukee, Wisconsin, Sentinel* as a cartoonist and boxing columnist and three years later returned to California as an assistant to Jimmy Hatlo. Later he went to the San Francisco, California, *Call-Bulletin*. He has won many awards including the Grand Award of the National Safety Council's Christmas Contest in 1954 and 1957; the Los Angeles Publishers Top Award in 1955; the Freedoms Foundation Gold Medal in 1954, 1955, 1956 and 1957 and the National Conference of Christians and Jews Awards in 1955 and 1958. He is 39, is married, and lives in Palo Alto, California.



Lou Grant

THE QUILL for December, 1959

NATIONAL OBJECTIVE: "TO ANOTHER FIFTY YEARS OF TALENT, ENERGY, TRUTH"

THE QUILL

A Magazine for Journalists—Founded 1912

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DECEMBER, 1959—Vol. XLVII, No. 12

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On the Cover: Osgood Caruthers, of the New York Times, in a miner's garb at right, went deep underground to dig out the story on Russia's booming coal industry which won him one of his newspaper's awards. With him is a burly Ukrainian miner, who was his guide.

LOOK FOR IT NEXT MONTH

SCIENCE WRITING IN JAPAN
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NEWSPAPERS AND THE COURTS
By Jacob Scher

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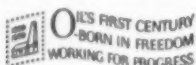
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Like Fabulous "Old Faithful"...



"Old Faithful" is a modern reminder of volcanoes that raged thousands of years ago. Still hot, volcanic rock deep beneath the earth heats water around it beyond surface boiling temperatures. This water expands under pressure into steam, exploding upward with such force that it pushes a column of water as high as 150 feet and more into the air.



there's more to Cities Service than meets the eye!

"Old Faithful" is as entertaining as it is punctual. But few observers realize they are actually watching the steaming aftermath of great volcanoes which raged thousands of years ago.

Similarly, the facts of oil company operations escape the casual observer. Not many for example, would imagine that Cities Service products are found not only at service stations but as ingredients in drugs, plastics, clothing, building materials and countless other items. Few envision the world-wide operation this entails.

To help meet present petroleum needs, Cities Service has invested a billion dollars in modern facilities. Meeting future demands will be even more costly. Thus, within the past two years, Cities Service has spent over \$350 million for this purpose.

Only in this way can America be given what she must have for progress—more jobs, more and better petroleum products.



EDITORIALS

Pertinent Questions

LAST month THE QUILL published the first of a series of articles on press ethics by leading American editors and writers. There are those in our profession who insist that ethics is an academic issue which must be determined by each newspaper and each practitioner. Jack Gould, television columnist for the *New York Times*, recently brought the discussion down out of the rarified atmosphere of theoretical discussion by relating it to the current scandal of television over the quiz shows.

The press had a leading role in exposing the prefabricated intellectualism of the quiz shows and other practices which have led the industry to crack down on the practitioners. In this connection Mr. Gould asks the pertinent question: "How clear is the conscience of the press?" He points out that there are those in television who feel that "substantial elements of the Fourth Estate are not entirely qualified to don the mantle of unsullied virtue."

Mr. Gould refers to the practice known to the trade as "the junket." Television is annoyed because the industry has used the junket to lure a good many newsmen to Hollywood or New York, with all expenses paid. It might also be pointed out that the list of junketeers includes those employed in trade publications, magazines and others. One television organization, he points out, sends upward of sixty newsmen each year to Hollywood for a week's stay which can be extended if desired.

- It is, of course, a part of the ritual to insist that the independence of the writers is not involved in junkets, but as Mr. Gould puts it, while television is content to let the Fourth Estate rationalize the problem, it is not clumsy in "threading the needle." The practice raises the pertinent question of why a newspaper should think a story deserves coverage if the writer's bills are paid by someone else when no assignment would be made if the paper had to foot the bill itself?

Then there is the touchy problem of the Christmas loot. Again Mr. Gould points out that television, like other businesses, is guilty of purveying substantial Christmas gifts to newsmen. Then he sums up with this caustic comment:

"All in all, the TV folk agree their own mode of living has left much to be desired. But they just wonder whether perhaps others have not yet got around to their own fall housecleaning."

- In answer to his indictment it should be emphasized that there are those in our profession who have banned junkets and frowned on Christmas loot. The list of papers which have done their housecleaning is growing and it is a credit to them and to the profession. But the problem remains and there is sufficient bite in his indictment to suggest that the series of articles on ethics in THE QUILL is timely. The series will be resumed in the January issue and the problem cited is among the subjects to be discussed.

No one, even those concerned with television, suggests that the press should not have turned the spotlight of publicity on the rigged quiz shows and the other incidents of wrongdoing in the industry. But it seems to be a logical corollary to emphasize that there is some reason for the press to look to its own conduct at the same time—and to correct evils if they exist.

THE QUILL for December, 1959



Drawn for THE QUILL by Lou Grant, Oakland, Calif. Tribune

Charge!

Fight Against Secrecy

SIGMA DELTA CHI'S Freedom of Information Committee has made its annual report of progress during the year in the fight for the people's right to know. The fight is far from won, but we are making significant progress, as the report underscores. One of the victories of 1959, in which the fraternity had a leading role was the enactment of model freedom of information laws in six states: Maine, Georgia, Michigan, Oklahoma, New Mexico and Hawaii.

The benefits of these laws have been immediate. In Maine, as an article in the October QUILL attested, enactment of a freedom of information law led to permission for television to cover a session of the Legislature. The Michigan law relating to school boards provides that all school board meetings must be open to the public and school board records available for inspection and specifically prohibits any final action being taken at an executive session of a school board. The fact that the measure was nearly killed in the State Senate shows how bitterly the law was fought in that state.

- Plans are now in the making to extend the campaign for open meeting laws to other states in 1960. The impetus gained in the fight thus far suggests that the campaign will be successful. There is much in this year's Freedom of Information report for which our profession and Sigma Delta Chi can take a justifiable pride.

CHARLES C. CLAYTON



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who KNOWS
he uses
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Every salesman knows trucks deliver what he sells. He knows from personal experience. Without regular on-time delivery, sales would fade. In modern manufacturing and merchandising, limited inventory is common, fast replacement a "must." The salesman knows there isn't room for fumbling around . . . distribution is keyed to the clock . . . He uses trucks to keep everything in step . . . including his commissions.

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THE WHEELS THAT GO EVERYWHERE



The Ungentlemanly Art

By DON HESSE

EVER since some oriental gentleman made the statement about a picture being worth a couple of thousand words there have been some of us trying to prove it.

In the early days of history somebody decided that since there were so many illiterate people around who could not read, he would draw pictures so these same illiterates could tell what was going on in the world. I guess he was the first editorial cartoonist.

Since politics, even in those days, had its rascals and rascallions (and you could disagree with them easier than anybody), the early cartoonist began poking at them without mercy. Eventually, people began calling them political cartoonists.

We are still poking at the politicians—perhaps in a milder and more subtle manner now because of libel laws, but he remains the juiciest morsel for us to devour.

• Somebody keeps saying that cartooning and cartoonists have changed in the past fifty years. "There's nobody like Tom Nast anymore," they repeat.

BEHIND THE BYLINE

A native of Illinois, **Don Hesse** joined the staff of the *St. Louis Globe-Democrat* in



Don Hesse

1946 and since 1951 he has been the newspaper's editorial cartoonist. He began his career as a photographer for the *Belleville, Illinois News-Democrat*. In World War II he served in the Philippines in the United States Air Force and was a cartoonist for several camp newspapers. He has received the Freedoms Foundation Award and the Christopher Award for his cartoons and in 1953 he was honored by Prince Bernhard of the Netherlands for a cartoon depicting the plight of Dutch flood victims. His cartoons are now syndicated. A member of Sigma Delta Chi, he is married and lives in Belleville.

"You guys have gone soft," says another.

It appears to me that it's not the cartoonist that has changed so much as the world and the people with whom he lives. In days past many a cartoonist had to flee for his life when he let his zeal get the best of him in his efforts against a wrongdoer. Now when you ridicule Jimmy Hoffa or blast some politician he is more apt to write you a nice note asking for the original cartoon for his collection. And what could be more devastating than this?

• Along with everything else, publishers have changed. The old breed of fire eater has become almost extinct. There was a time when editors and publishers alike were all out for swinging an editorial haymaker, and the editorial cartoonist was ready and willing to give all in the effort. It seems now the black isn't always black all the time nor is white pure white. Life on this planet has become more complex. As a result there is more eggwalking being done today which makes the cartoonist's job increasingly difficult.

The cartoonist, by nature, is not an eggwalker. His peculiar type of art demands unadulterated attack. There can be no "on the other hand" or "however, it could be viewed this way, too" in a cartoon. Like the medium in which he works, black and white issues are the best fodder for his cannon. When he sees the whites of their eyes he is compelled to fire. Now—if the boss says "Don't fire yet, he might be a friend"—poof, there goes a cartoon.

However, there are things in political cartooning that haven't changed much in the last half century. Uncle Sam is still the guy in the striped pants and goatee (bless his heart). The elephant is still the G.O.P. without the need of a label. The donkey, or jackass if you prefer, is always easily recognized as a depiction of the Democratic Party. John Q. Public is still the little guy with the mustache and the worried look. One or combinations of these characters still are the basis for many of today's cartoons.

• The question has been raised as to why cartoonists don't dream up some new characters instead of using the old ones over and over again. To do this would be like changing the basic design of the American Flag, the Statue of



One of the biggest changes in editorial cartooning in the past fifty years has been in the direction of more simplicity in the drawings and more economy in the use of words.

Liberty, or Orphan Annie for that matter. Everyone has grown to know them all on sight. Since cartoonists strive for simplicity and for ideas unencumbered with labels, they use this cast of characters and eliminate the need for a program to tell the players one from the other.

Actually there are new characters in cartoons that make their appearance when the need arises. When the Presidential Chair is filled by a new man the cartoonist must get busy perfecting a caricature of the gentleman that is unmistakably he. If an extraordinarily handsome fellow with perfect features ever gets elected President we all will be in a kettle of fish. Caricatures of course, can be drawn more successfully of people with odd features about them. Bald heads, heavy eyebrows, small mustaches, heavy beards or holes in shoes are wonderful implements for the caricaturist. Cuba's Castro was very kind to grow a beard and smoke cigars.

• Every era of history has its bad guys and good guys. Tom Nast had his Tammany Hall which he dealt devastating blows in his cartoons. Rollin Kirby had Prohibition which he handled with a great deal of dispatch. Today we have gangsterism and hoodlumism in labor unions. The Communist menace is real and threatens our very survival.

Today's cartoonists haven't pulled any punches meant for Hoffa and his crowd. The mink coat episode was not tiptoed past by the cartoonist. Communism has been dealt blow after blow in editorial cartoons. We have

not shirked our duty in ferreting out the unsavory aspects of Little Rock or far away Peking. It's just that people insist on calling the past the "good old days" and fail to recognize that today is just as inspiring and the cartoons just as effective as they were when we went overseas to fight "The War to End All Wars."

There are some changes evident in the techniques of editorial cartooning today. There have been strides made in achieving more simplicity. We are attempting to eliminate profuse labeling and balloons with a lot of conversation. The caption is being used to convey the spoken word of characters portrayed in the cartoon itself. More humor is being injected. We have discovered that when you boot a culprit in the seat of his pants it is often more effective if you laugh while you do it. (It makes him angrier.)

- United States editors would do well to give their cartoonist the same freedom they extend to their columnists. After all, a cartoon is a by-lined feature. The cartoonist signs his name to every drawing he does for publication. Give him elbow room and let him express his opinions. After all, you wouldn't have hired him if you hadn't admired and agreed with his work beforehand.

One of my colleagues recently returned from an extended tour of Europe. While there he talked with over fifty cartoonists on the staffs of newspapers on the continent.

He discovered, among other things, that the European cartoonists enjoys much more editorial freedom than we do here in the United States. On several of the foreign newspapers the cartoonist's political opinions are directly

opposite of those of their publishers. As a result, the cartoons reflect a crispness and vitality unequalled here.

- He reports that the cartoonist is, for the most part, held in much higher esteem in Europe than here. He was confronted with a vivid example of this when he returned to his job. His publisher had decided that the cartoonist on his staff would forthwith be required to deal in local subject matter only in his cartoons and beside that he would be required to handle the routine work of the art department. According to a report in a national news magazine the cartoonist quit his job. If the facts of the case as I know them are correct, I don't blame him.

I have been asked many times, "What else do you do besides that cartoon every day?" How the conviction some people hold that a cartoonist is some sort of brainless loob who has the ability to draw, and little else received its impetus, I will never comprehend. Any cartoonist worth his salt must not only be able to draw with acceptable dexterity but must be an editor, editorial writer and political sage as well.

- Another favorite inquiry is, "Who gives you your ideas?" All the cartoonists I know look like average intelligent people, people who could be capable of having ideas of their own. Yet outsiders seem convinced that someone else does their thinking for them. A good cartoonist creates his own ideas as well as he draws the finished product. After the idea is born, the cartoonist must be prepared to transform it into a picture so crystal clear that it will be understood by any reader who has the sight to see.

Larger papers employ an editorial writing staff composed of several men, as most of you know. Usually each man is sort of an expert in one field. One will be versed in international subjects while another will cover the Washington and political scene. Another will handle the local editorial subjects. However, the cartoonist is expected to know something about everything. He must be prepared to draw a cartoon about international problems and, if Khrushchev or Prime Minister MacMillan should appear in the cartoon, he must produce dead ringer likenesses of them. He must know something about what is going on in Congress as well as in the chambers of the local board of aldermen. This is enough to keep anyone busy five days each week for eight hours a day.

- Another development in the past fifty years has been an increase in the reprinting of cartoons. Cartoonists have



Key political figures have been caricatured more than any other breed since the days of Tammany Hall. Whenever a new personality appears on the political scene, the cartoonist has the job of creating an exaggerated but unmistakable likeness of him.

clamored for recognition in publications other than their home paper. It is extremely ego inflating to have the *New York Times* pick up one of your cartoons for use in their Sunday review section or to have *Time* or *Newsweek* wire for permission to reprint a cartoon that particularly impressed them. Now a controversy has arisen among the cartoonists themselves over this wide use of cartoons in other publications. Many have decided that it is high time for the publications to begin paying for such usage while other members of the profession feel that this is a valuable outlet and helps the cartoonist to make a name for himself as well as his paper.

- I can't help but feel that most of these publications would not be crippled financially if they would send each cartoonist whose work is reprinted on their pages a few bucks in each instance. After all, if these cartoons didn't help "dress up" their issues they wouldn't use them. On the other hand, I don't think the cartoonist should deny the fact that reprints of this sort do help his career in getting his name before the public at large. This being the case, a compromise seems in order. Let the publications make nominal payments to a cartoonist each time his work is used. Let the cartoonist add up the small amounts received, plus the esteem gained, and figure the pay isn't too bad for the services rendered.

(Turn to page 17)



News Awards for Enterprise

By DONALD JANSON

AT 8:55 p.m. last May 13, ten minutes after the desk deadline for clearing first edition copy, James Reston phoned the New York Times foreign desk from Geneva. The call was to ask for a major reorganization of his story on the Big Four foreign ministers' conference.

The last page of the paper was to be locked up in twenty minutes. Emerson Chapin, who had just finished writing the headline for the Reston piece, rushed to the composing room and made the changes on the spot without delaying the edition. It was a skillful and swift job of editing under pressure.

At the end of the month, Chapin got a check for \$50. He was among fifteen Times staff members to benefit from a new policy of rewarding skill, alertness, ingenuity and initiative beyond the usual call of duty.

● Since June, nearly \$1,000 in merit awards has been distributed monthly. Formerly the prizes recognized only good writing. Now the scope has been expanded to encourage enterprise in every news-handling job from clerk to correspondent.

Among the twenty-two staff members to cash in in July was Ted Shabad, like Chapin, a foreign desk copy editor. Harrison Salisbury had sent pictures to illustrate a story on Leningrad, but the information he had provided for captions was brief. Shabad, an expert on the Soviet Union, did a research job that completed the identifications and pointed up the historical significance of the scenes. His work made a picture layout possible and added considerably to the impact of the story.

● Other deskmen also began to see their names posted for prizes on the office bulletin board where for a decade only writers and photographers had been listed. One copyreader even received \$25 for keeping something out of the paper. Colin Maclaren accom-



Gloria Emerson, New York Times fashion reporter, walks away from the parachute jump she made while doing a story on sky-diving. For her display of enterprise and courage she received a \$100 merit award.

plished that by detecting a hoax in an obituary notice. It read:

KRIZ, Frank X. The staff and student body of Lawrence High School record with deep sorrow the passing of their esteemed Assistant Principal. Services Our Lady of Peace, 10 a.m. Monday. Interment at St. John's Cemetery, Flushing.

The assistant principal, Maclaren established, was as alive as ever. The hoax was the work of some of his pupils. The check-back system of the classified advertising department had not worked because the students were at the phone to receive the call. Maclaren's alertness saved the paper some embarrassment.

● Gloria Emerson, whose regular job is to report on fashions, won \$100 by going aloft and landing in the sports pages. Her idea was to do a piece on sky-diving at the country's first sports parachuting center at Orange, Massachusetts. She carried it out by making a jump herself—her first. The editors recommending her for an award liked the story and also cited her enterprise, resourcefulness “and, not least, courage.”

Examples of prize-worthy initiative on the part of members of the *Times'* 750-man-and-woman news staff have been so numerous that the judges, headed by Managing Editor Turner Catledge, have had to do considerable winnowing. But there wasn't much question about this one:

After a full day's work, Ruby Phillips, *Times* correspondent in Havana, phoned the foreign desk in New York at 2:43 a.m. with a tip from a solid source. The information was that some members of Premier Castro's cabinet had resigned.

● The final edition was to go in at 3 a.m. Paul Grimes, editor in charge of the desk at the time, had her dictate the story to a rewrite man. Grimes rushed it into type. At 3, Mrs. Phillips called back with the official announcement confirming the tip. The story not only made the paper but made the *Times* the only morning publication in the area to have it that day. The clean beat was achieved as a result of Mrs. Phillips' excellent contacts, persistence and efficient use of communications.

John Wicklein, *Times* reporter whose beat is religion, took to the highway in qualifying for a prize. He happened to be in Atlanta, on a study of racial integration in churches, when he heard of a conflict brewing in Columbus, Georgia, 100 miles away. The rumor was that a pastor would be discharged

at a Sunday morning service for having called for more interracial contacts.

● Wicklein rented a car and took out for Columbus at 8:45 a.m., arriving just in time for the first hymn at 11. The trip was not in vain. The minister was dismissed and the emotion generated in the congregation made a moving story. Wicklein also wrote a profile of the courageous pastor. Then he returned to his survey.

● Enterprise in reporting for the *Times* has taken correspondents into some unlikely places. Osgood Caruthers, bureau chief in Moscow, donned a miner's helmet and protective clothing to go underground in the Ukraine for a story on the expanding coal industry there. His prize-winning description of Stalino as the boom town of the Soviet Union was one of a series of articles written after a special tour of the area.

The publisher of the *Times*, Arthur Hays Sulzberger, first established monthly awards in 1950. At that time they were for good writing only. The *Times* had been criticized, with some justification, for ponderous writing. Sulzberger's aim was to make the paper more readable. Brevity, simplicity and clarity of style were stressed. Interesting detail and color were encouraged, but not at the expense of thorough reporting and backgrounding of the hard facts. Prizes were awarded on the basis of these requirements. The editors were gratified with the results. The response of the readers indicated that they were, too. Broadening the base this summer for the publisher's awards has not slackened the *Times'* interest

BEHIND THE BYLINE

For the last year and a half Donald Janson has been slot man on the foreign desk of the New York *Times*.



Donald Janson

Before moving to New York he covered eleven states as Midwest Correspondent with headquarters in Des Moines, Iowa. Previously he worked on the St. Louis, Mo., *Post-Dispatch* and the Milwaukee, Wis. *Journal*. He is a graduate of the University of Missouri and was a Nieman Fellow at Harvard University in 1952. A native of Michigan, his first newspaper experience was on the Kalamazoo, Mich. *Gazette* and the Bay City *Times*.

in better writing. Outstanding writing continues to qualify for a large share of the prizes.

There have been many examples of superior writing jobs since the name of the program was changed from Writing Awards to Merit Awards last June.

Max Frankel of the Moscow bureau, on home leave, received \$50 for an opening-day analysis of the Soviet exhibition in New York City. The bonus was for a piece the editors found to be a “timely, judicious, intelligent, informative” comparison of what the Russians were showing in New York with what typical Russian families actually had in the Soviet Union. Frankel found that the goods on display represented in large part what the Communist country hoped to provide for its people rather than what it had been able to provide.

● In Chicago, one of the *Times'* Pulitzer Prize winners, Austin Wehrwein, got a merit award for a colorful story on the forthcoming visit of Queen Elizabeth to the midwestern metropolis. The Chicago bureau chief found flavor for his piece by dipping into history. He recalled the story of a welcome to British royalty (the Prince of Wales, later Edward VII) by a less sophisticated Chicago ninety-nine years ago. The mayor of the day, John Wentworth, handled his task with startling informality, shouting to the crowd assembled below the balcony where he and the Prince stood:

● “Boys, this is the Prince of Wales. He has come here to see the city and I am going to show him around. Prince, these are the boys!”

The contrast with 1959 protocol was considerable. The fillip made the piece.

First of the *Times'* several hundred stringers in the United States and abroad to cash in was Marvin R. Brant. Only July 12, he was awakened by gunfire at his Tegucigalpa, Honduras, home. The Honduran radio reported a revolt against the government. When he tried to drive into town, he was turned back by the police. He called a friend in the cable office and persuaded him to accept a short dispatch by telephone. Just after the few paragraphs had been transmitted, all telephone lines went out. But the *Times* had the essence of the story. Supplemented by dispatches from Managua and Washington and office-written background on the tension in Honduras, it made page 1.

On the same day the sports desk came up with a winner. Henry R. Heeren, the slot man, got a call from Theodore Bernstein, assistant managing edi-

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The Farm Editor and His Role

By GLEN W. GOSS



The author, right, and his assistant, Alexander Gavitt, choose pictures to accompany a feature story on forage research at the Rhode Island Agricultural Experiment Station. Reporting research discoveries is but one of the many jobs of today's agricultural editor.

THERE was a time when the "agricultural editor" for a land-grant college held another full-time job, devoting only spare minutes to applying the blue pencil to a handful of research bulletins.

But agriculture, like communications, has experienced tremendous changes in the last quarter-century. Today's editorial worker in any of our fifty-one land-grant colleges and universities has important responsibilities that are both fascinating and satisfying.

- His work is a blend of significant reports on research discoveries at agricultural and home economics experiment stations, success stories in our modern, dynamic agriculture, features on outstanding youngsters in 4-H clubs, items on women leaders in home demonstration club work, and helpful hints for shoppers, homemakers and weekend gardeners.

Professional communications people—450 strong—serve up large helpings of these facts in cooperation with newspaper, radio, television and magazine reporters.

Although in the larger states many staff members are specialists in a particular medium, I feel I'm fortunate to be a "communications jack of all trades" in our nation's smallest state.

Much of my time is devoted to information about agriculture. It's a challenge to work with able journalists in reporting success in agricultural science and on the farm. This helps dispel the myth of the "cow college" and the "hayseed plodding behind the plow." Today's agricultural writer can work with energetic, ingenious farmers and

dedicated scientists who are annually increasing the efficiency of the foundation industry of our civilization.

- Agriculture is big business. Too often some folks think that fewer men in commercial farm production mean that agriculture is less important—even decaying. This, naturally, isn't so. You must move quickly with technological changes to keep up in agriculture. In 1940, one farmer produced enough food for eleven. Now, working shorter hours, each of our farm businessmen feeds nineteen. That's a gain in efficiency of 72 per cent in fifteen years. Industry would be hard pressed to match this achievement.

That is but a portion of the picture. Agriculture is not a business restricted to its six million farm workers. Today, three are employed in other phases of agricultural business for each man on the farm.

- Certainly we in communications have played a part in this change.

BEHIND THE BYLINE

Glen W. Goss, agricultural editor for the University of Rhode Island at 31, is probably the nation's youngest land-grant college editor. A graduate of the Syracuse University School of Journalism, he holds a master's degree from the University of Vermont, where he was press-radio editor for the College of Agriculture and Home Economics. He also has been a reporter for two Vermont papers, the *Newport Daily Express* and the *Burlington Free Press*.

Studies show that agricultural workers obtain considerable information from farm newspapers, magazines, radio and television. Successful farmers look eagerly to the mass media for ideas that will help them improve.

What's the role of the agricultural college editor in all this? He's a service-man providing helpful facts. He's a teacher preparing staff members to be better communicators. He's a public relations man. Helping people is always good public relations. He's NOT a press agent. Having no ax to grind, his duty as a public servant is restricted to selling one thing—helpful ideas.

- Let's take a brief look at this job. Agriculture is sometimes referred to as "the glamour girl of the sciences." It forms the foundation for our modern civilization. In addition, agricultural scientists have the opportunity to work in both fundamental and applied research. Results of research often have much broader impact than we first realize. Side discoveries sometimes prove most valuable. That's the way agricultural scientists helped start us toward our "wonder drugs."

Reports of research in the nation's mass media show how money spent is returned manyfold. Poultry disease work at our Rhode Island Agricultural Experiment Station is an example. It has provided savings to the nation's poultry industry that cover the costs of all other agricultural research conducted at the Rhode Island station. This would write off costs of such valuable contributions as the development of Narragansett alfalfa and, most recently, the Rhode Island early tomato.

• These are only three projects in one state. At present, our station has 126 research projects. Multiply Rhode Island's successes by benefits from each of our land-grant colleges and the U. S. Department of Agriculture and you'll get an idea of the terrific impact of agricultural science's contribution.

• Mass media play a major role in getting results of research where they can do the most good. Stories, photographs and transcriptions prepared by college editorial staffs are supplemented by features written by local reporters with editorial staff help on campuses across the nation. Application of research is mainly carried to the people through the Cooperative Agricultural Extension Service.

One of the most dramatic examples of teamwork between mass media personnel and college information specialists has been in the New England Green Pastures Program. Aimed at providing farmers with research information to encourage better roughage production and over-all dairy farm management, "Green Pastures" is now in its second successful decade. Tied with the educational program is an annual search for ideal "Green Pastures" farmers. Those judged county winners compete for state honors. The top three farms in the state then vie for the title of New England Champion.

Local extension agents and state information specialists cooperate with local and regional newspaper, radio, television and magazine reporters in telling the success story of these outstanding farmers. This information guides other farmers toward workable application of research. It also informs the general public of the odds the farmer is facing and how he meets them.

• College editors also work hand in hand with mass media counterparts in turning the spotlight on numerous state and national events in agriculture, homemaking and 4-H Club work. Currently Extension Service programs are being altered in many areas to meet the increasing demands of our growing urban and suburban population for information in such specialties as gardening, lawns and landscaping. Interest in 4-H programs for young people and home demonstration work for homemakers continues to increase in our more populous areas. Thus, even our nation's largest newspapers, radio and television stations are working more closely with their land-grant colleges in meeting the needs of their audiences.

Information work in the field of agriculture, with the basic motives of education, information and public re-

lations, lies within three federal legislative acts. The first Morrill Act of 1862 provided the base for the land-grant college system. The Hatch Act of 1887 established the state agricultural experiment stations. The Smith-Lever Act of 1914 provided for cooperative extension work in agriculture and home economics. These are the foundations upon which universities, colleges, experiment stations and the USDA have developed a variety of agricultural information office procedures.

• Enlisted as close working partners in this educational work have been the weekly and daily newspapers, farm magazines and radio and television stations. Any cooperative program based upon helping people help themselves hinges on knowing as much as possible about the audience. This information is not obtained easily, but it's the way people's needs can be served. Close work with media people and others in contact with the audience is combined with research projects and surveys in communications to keep agricultural editors posted. This personal contact with key people in the area helps all sides get a clearer picture, resulting in improved communications. When college and media editors know each other's problems, needs and capabilities, everyone benefits.

• College information specialists attempt to keep abreast of the times through professional improvement. This includes doing communications research as well as conducting local studies. Organizations such as the American Association of Agricultural College Editors provide valuable opportunities for learning at regional and national meetings.

Further information is distributed through the organization's magazine, *Ace*. Last summer, AAACE held its forty-third annual meeting at Gainesville, Florida. Paid-up membership in this long-standing organization includes nearly 500 agricultural writers, broadcasters, visuals specialists and editors—both active and associate.

• Each year, more state, national and regional communications research projects provide data that help agricultural information personnel improve their output. The National Project in Agricultural Communications at East Lansing, Michigan, has done yeoman work in coordinating and encouraging both research and training programs. Through NPAC, a nationwide communications improvement program has stimulated increased activity in training to make better communicators of each member of the college staff.

Let us take a look at what one leader

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has to say about reporting research and extension information in this changing world. Dr. Mason H. Campbell, University of Rhode Island College of Agriculture dean emeritus and National Project in Agricultural Communications board of control chairman, says:

"We must recognize that primary responsibility for furthering the agricultural communications profession lies with land-grant college editors. NPAC has been a useful stimulus in research and training. It is the editorial group, particularly, who must take the lead in communications research, training, and teaching, as well as production. Only as they grow in stature and competence will they, so to speak, come into their own."

• Training in communications is a vital job. O. B. Copeland, head of the North Carolina Division of Agricultural Information and last year's president of AAACE, says, "I believe that throughout the country training of agents is considered one of the agricultural editor's important functions."

"There are county agricultural agents and home demonstration agents working in almost all counties. These men and women work closely with local newspaper editors and radio and television station personnel. The agricul-

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Bright Future Is Seen For America's Weeklies

By MASON ROSSITER SMITH

"**W**AY things are going," he was saying, "won't be long 'fore the journeyman printer'll be unnecessary, non-essential, in putting out a newspaper."

This was an experienced all-round printer speaking, the plant manager for one of the most successful weekly newspaper-commercial printing establishments in upstate New York. We were walking through the crowded exhibits of the seventh annual Graphic Arts Exposition in New York City's Coliseum in September.

• Indeed, on the basis of that visit (my two days there were hardly enough to study all the exhibits of modern letterpress and offset equipment on display), it takes no crystal ball to foresee that the small daily, small, medium-size or large weekly newspaper and commercial printing establishment of fifty years from today will be a far different organization than it is in 1959.

An estimated 150,000 printers and publishers from all over America and around the world were there during the seven days of the show not only to look over the latest developments in the graphic arts industry, but to search out some answers to the problem of rising costs.

• And for good reason: While most other industries for years have been streamlining, assembly-lining and automating their operations to keep pace with increasing wages for labor, the printing industry generally—until very recently—hadn't actually moved forward much beyond the basic discoveries of Johann Gutenberg, to whom we are indebted for the invention of movable type, some 500 years ago. In fact, despite such latter-day developments as the Linotype, photo-engraving and automatic high-speed presses, most of us still pursue essentially the same fundamental, centuries-old techniques: Heavy forms, ponderous machinery, too many steps, too much backstrain—all of which, today, adds up to too much expense in production.

• One of the reasons for the lag is that the graphic arts industry, generally speaking, has been largely an industry of small businessmen. There are a number of enormous printing concerns in America, of course, such as those which print some of our principal national magazines. But the greater part of the printing produced in this country is still done in small shops—some of them employing only one or two all-round printers in addition to the owner, who may himself be a working printer.

There are today, in fact, a great many country newspapers the editors-publishers of which perform a substantial part of the printing operation itself, in addition to writing news and editorials, soliciting and laying out advertising and collecting subscription and printing accounts.

For not only does this "do-it-yourself" kind of operation help keep costs down, but it results at least partly from the fact that competent printers are hard to come by—and their wages, if the country publisher is to compete for

BEHIND THE BYLINE

Except for World War II when he served as a Lieutenant Commander in the United States Navy in the Pacific, **Mason Rossiter Smith** has been in newspaper work since he was graduated from Amherst College "cum laude" in 1932. From 1934 to 1936 he was a legislative correspondent in Albany, New York for the *Syracuse, New York, Herald*. In 1936 he became managing editor of the *Tribune-Press* of Gouverneur, New York and a year later he became its editor and publisher. He has traveled abroad extensively and in 1956 he spent six months in the Philippines as a special advisor for the State Department on weekly newspapers. He was president of Sigma Delta Chi in 1955-1956 and last year received the Wells Key. He is married and has four children.



MASON R. SMITH

skilled labor with the metropolitan plants, are high, indeed.

• This metropolitan competition for the skilled printer is itself a trend of the times. Some years ago, for example, the small rural or even suburban community was relatively remote from the influences of the metropolitan centers, because transportation and communication were slower and less direct.

In those days, the tramp printer was a part of the life and the tradition of the country newspaper plant. He might come from the big city—or almost anywhere else. In any case, he was nearly always sure of a job wherever he might land, and by the same token when he departed again for greener or more interesting pastures, his erstwhile employer was almost certain to find a replacement who would come to him by the same route.

• But only a few communities in America today can fairly be described as remote. The great influences of our time made themselves felt almost as soon and almost as powerfully in the suburbs and the small town as in the large city. The tramp printer is today almost non-existent. Indeed, if the printer travels at all, it is almost entirely in the direction of the big city—not from the big city to the small town; and when he gets there, high wages, short hours and attractive working conditions tend to encourage him to stay.

Meanwhile the suburban shop, especially, now finds itself in competition with the city plant as regards sale of commercial printing itself. Yet even the printer-publisher in the smaller, rural community located some distance from the metropolitan center, is actually not much better off, for the big city printing salesman is reaching out more and

more to the small town both by car and by direct mail.

● At the same time, the comparatively low cost of minimum offset and other kinds of duplicating devices, plus the comparatively small amount of training and experience required to operate these machines, has made it possible for an increasing number of business concerns—former printing customers—to do much of their own printing. Another result is the increase in the number of “bedroom printers” setting up in business. Some of these, in time, grow substantial enough to offer real competition to the established local newspaper through the so-called “throwaway,” “pennysaver” or “shopper.”

For while printing equipment generally has tended to become so expensive that many would-be country or suburban editors-publishers have been scared off because even the down payment seemed astronomical—the paradox is that (to paraphrase the old saw that in earlier times a man could “start a newspaper with a shirtful of type”) he can, literally, begin one nowadays with a typewriter and a mimeograph (or, preferably, a Multilith).

● So it's not surprising that hundreds of country and suburban newspaper publishers from all parts of the United States and Canada were among the 150,000 or more printers from America and many foreign lands who travelled hundreds and thousands of miles to New York in September in search of some of the answers to their common problems of rising costs and competition.

Certainly the distinguished Herr Gutenberg would have scratched his head in wonder at much of the equipment here on display for his modern day colleagues to inspect. Or perhaps he might have rubbed his Teutonic hands in glee that the breed of inventors is, in these dynamic times, far from dying out.

● But there's another part of the story with which the inimitable Johann could not have been familiar—although this, too, has had its effect in terms of rising costs. It is the problem of the exploding population, and the fact that part of the explosion as it occurs in the metropolitan areas results from the continued movement of our people from the rural areas and the small towns into the suburbs and the cities.

● Thousands upon thousands of those people were accustomed to a weekly hometown newspaper “back where they came from” and an increasing number of smart young publishers imbued with the knowledge that “names make news” have introduced weekly papers in large

suburban centers, even, in fact, in areas of the big cities themselves—among them New York City where the personal kind of news which makes the weekly newspaper is otherwise pretty well submerged.

The delicatessen and the supermarket, the hairdresser and the tailor, the neighborhood drugstore and the restaurant around the corner suddenly found in their hands a medium through which they could reach the people who lived in their own immediate area. The suburban paper began to blossom, and to profit—and attract the attention of the national advertiser as well.

As the mail order houses and the big downtown stores started the trek out to the shopping centers in the suburbs, they discovered the suburban weekly, too—and the metropolitan dailies began to get concerned. For here was a new kind of competition and rising fast.

● Meanwhile, something was happening out in the country, too. The smaller, marginal weekly was gradually going out of business—but where the town was large enough to serve as an important regional center, the paper tended to grow not only in size and influence, but in national advertising. The nation's manufacturers, recognizing (1) that approximately half the population of the United States resides in small towns and on farms and (2) that trained newspapermen were stepping into country newspaper operations and winning the respect both of their communities and of the profession of journalism generally, began to pay attention to the country editor and the country paper.

● Accordingly, while the number of daily papers has continued to drop, the number of weeklies has tended to rise, slowly but steadily, all across America. But they face problems of which Gutenberg never dreamed.

How the country and suburban publisher overcomes those problems will shape the weekly and small daily newspaper of the future.

I think these things, some of which are presently in the trial-and-error phase, will come to pass between now and the year 2009:

1. There will be fewer weeklies in the 1,000 to 2,000 circulation range, and more of 4,000 to 10,000 circulation and up.

Costs of production, high now, will be even higher still 50 years hence; and just as the marginal weekly is on its way out today, the small circulation paper will disappear on account of production costs in the future.

This will occur principally through consolidations—i.e. a number of small

papers in a region merging to form one larger publication covering the whole area, with special pages for each community.

2. The weekly newspaper itself will be a far more attractive medium than it is now. It will, through changes in style, read faster, tell more in fewer words—without restricting the personal side of the news, which is the main reason-for-being in the weekly press. It will carry many times as many photographs, and its makeup will be cleaner, brighter, more original and imaginative, more varied and eye-appealing.

● The principal reason for this development is the new equipment now coming on the market in the printing industry—offset, for example. A number of successful weekly publishers all across America can already testify to the fact that it is possible to establish a small weekly newspaper on an investment—in offset—of as little as \$10,000.

Furthermore, generally speaking, operating costs in offset printing are substantially less than in letterpress. The well-organized cold-type, offset plant can not only accomplish many things which are impossible or too expensive in letterpress printing, but it can accomplish them at less cost in almost every department from composition to presswork.

● Instead of the ponderous process of composing, setting, proofing, placing in the form, leading and finally page-proofing hot metal or hand-set type, the cold-type process substitutes the typewriter, the camera, the paste pot and the offset plate.

Offset makes possible much wider use of photographs, and, in addition, due to the simplicity of operation in merely pasting up copy as compared with the longer, more laborious method of placing type and cuts in a form, all kinds of interesting layouts can be produced at a fraction of the composition cost in letterpress.

There is the additional convenience both to the printer and advertiser, in the ease with which all or part of a magazine advertisement or a manufacturer's brochure describing the customer's merchandise can be reproduced in an offset newspaper ad. It can thus be timed to a national campaign, overcoming any possible delay on the part of the manufacturer or distributor in getting his promotion to the local dealer.

● Yet offset isn't necessarily the whole story. Such concerns at DuPont right now are working on other developments which promise to make things easier for the printer who feels that his
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The Role of the Wire Services

By BARRY FARIS

THE first press association organized in the United States was the *Associated Press*. In his very able presentation of "The Associated Press Story," Oliver Grambling wrote that it was organized in 1848 by six newspaper publishers, who were not embarking on anything they considered a public service but were, even in those dear dead days, seeking a way to cut their expenses.

Gathering news on a world-wide basis is an expensive operation. It was even more so then. It was later that the New York publishers were happy to find that other newspapers wanted the benefit of their news gathering business—and were willing to pay a set weekly sum for it. Thus, the news agency business started in this country.

• Later came the *United Press*, first called the *Publishers Service*. Then, some years later, along came the first Hearst news service. It was a leased wire between New York and Chicago. Hearst, at the instigation of William Jennings Bryan, had started a newspaper in Chicago because Bryan felt that the Democrats should have a newspaper outlet in the Middle West, if the Democrats ever were to win.

• Hearst did not start the paper for monetary gain. He started it as a service to the Democratic party to which he had aligned himself. Hearst had his people open a telegraph wire between New York and Chicago, and that, odd as it may seem, was actually the start of the *International News Service*.

After a couple of years Hearst discovered that other newspapers would like to buy his report. The Morse wire was extended to newspapers between New York and Chicago and a man named Le Marr organized what he

called the *Le Marr News Service*. That lasted only a short time and then Hearst's men took over and organized what was called the *International News Service*. This was in 1909. The *International News Service* lasted until 1958—just one year short of becoming a half-century organization.

What the six original newspaper publishers of New York City tried to accomplish in the line of saving money came to a climax in 1958 when the Hearst interests made a deal with the *United Press* for one organization to be called *United Press International*. It was called a merger, but the *United Press* took control.

• I have often wondered whether Hearst, Senior, would ever have consented to such a solution of his problems. I knew, of course, that there had to be some solution because both organizations had been losing money. I

cannot, however, believe that Hearst, Senior, would ever have consented to have been the minority stockholder to such an organization in his day. Hearst ran his own show and he never allowed anyone—even the bankers—to tell him how to operate.

But conditions, of course, have changed. No organization can exist permanently using only red ink. It may be that some day we will only have one press association. If we do it will undoubtedly be the *Associated Press*. But I would like to go on record as saying that there always will be at least ONE press association. There always must be a printed record of what happens. Radio, television, and the other new forms of communication will never supplant the printed word. And a newspaper cannot be complete without a world-wide report of what is happening in all parts of the world. And, as six newspaper publishers discovered in



BARRY FARIS

BEHIND THE BYLINE

A native of South Dakota, **Barry Faris** began his newspaper career as a reporter on the Indianapolis, Indiana, *Sun* in 1908. He rose to managing editor of that newspaper before joining the *United Press* where he served as manager of the Washington Bureau and later as general manager in New York. In 1927 he joined the *International News Service* as a vice president. In 1932 he was named editor-in-chief, a position he held until the *International News Service* was sold to the *United Press* last year. He served as national president of Sigma Delta Chi in 1945-1946 and was one of the first three Fellows elected by the fraternity. He now makes his home in New York City.

1848, no one newspaper can afford to finance a world-wide news service.

● Now, in my farewell to the press association business, I want to correct one false thought, or statements, made by Oliver Gramling in his book about the *Associated Press*. He tells, in not too much detail, how the *Associated Press* brought suit against the *International News Service* for what he claims was "pirating" of the news. He wrote that the late Melville Stone, the "Grand Old Man" who was general manager of the AP for so many years, decided that he had "evidence" that the INS was "pirating" news from the *Associated Press*.

What he actually had was a letter from a disgruntled telegraph operator of the Cleveland bureau of the INS. This operator wrote Stone that the INS was asking him what the AP was carrying. In those days it was common practice for the AP, the UP, and the INS to try to find out what the others were carrying.

● I had messaged this operator and asked him what the AP was carrying on a certain story. It was on the basis of this message that the "Grand Old Man" of American press associations, started suit against the INS. The case ultimately wound up in the Supreme Court. The decision was a double-barrelled one. The Court held that the *Associated Press* had come into court with unclean hands. They found that the *Associated Press* was just as guilty as the INS of trying to find out what the other fellow was carrying.

The Court's decision restrained the AP from asking its bureau managers to find out what INS was carrying and it also restrained the INS from asking its people to find out what the AP was carrying.

● Gramling, in his very well written and delightful story about the AP skipped over this little episode and failed to give the text of the Supreme Court decision. He did assert that "it was a great victory for the AP" but the facts do not bear him out.

Future of America's Weeklies

(Continued from page 14)

investment in letterpress equipment is too great to permit him to throw it all out and change over completely to offset. Now in the experimental stage is a newer, faster, simpler kind of engraving which will, through use of so-called polymer plates, enable the letterpress printer to paste up his copy, much as in the offset process, photograph it and reproduce it quickly and efficiently on a plate which can then be used for direct printing on letterpress equipment.

● As this and other experiments develop, manufacturers of letterpress presses will continue to improve their product, so that competition between the two methods of printing—letterpress and offset—is bound to be keen for years to come; and it will have its effect on the cost of production and appearance of the weekly newspaper and small daily of 50 years from now.

Indeed, the constant debate today among printers and publishers all over America as to the advantages of offset compared to letterpress can only become more heated as time goes on. The battle has been joined, but the outcome may actually never be certain, even in 50 years.

3. Improvements in style, content and appearance—all with a resultant increased readership—will tend, I think, to improve the competitive status of the weekly newspaper with

radio and television, which have seriously menaced the whole newspaper field now for some years.

● Parenthetically, I suspect the country press will provide less copy for those selected paragraphs in the *New Yorker*, because cold type operations in preparing copy for offset tend to reduce typographical errors and misplacement of lines of type. We will probably always have both, to be sure, but not so many as in the past.

Meanwhile, improved production techniques should also put the weekly in better competitive position with the regional daily—in fact, the manufacturers of both letterpress and offset equipment for newspaper publishing are finally becoming aware of the potential market for equipment in the weekly and small daily field which they have rather seriously neglected up to now.

● Most of the equipment presently in use by weekly newspapers, letterpress or offset, was not originally designed for this field. Much of it, in fact, was intended either for commercial printing or daily newspaper publication. With the growth of weekly newspapers, manufacturers are giving more and more attention to designing equipment specifically to meet the needs and problems—and available investment—in the weekly field.

All of this will make for better newspapers and low production costs.

4. More commercial printing plants will specialize in newspaper production; in fact, most small weeklies and dailies will not own their own plants, but will "farm out" their printing, to save money.

● This trend is already apparent now not only in the growth of chains in the small newspaper field, where the owner of several papers covering various communities in an area as large, say, as a county or the suburbs of a large city, prints all his newspapers in a central plant.

● Already a number of independent commercial printing plants are springing up, all over the country, in communities centrally located to service a number of neighboring newspapers. In fact, in many suburban areas now the newspaper publisher who prefers not to make an investment in his own plant and equipment often has a wide choice of competing printers who are anxious to print his newspaper for him.

Getting back to the beginning of this discussion, however, I'm a little inclined to doubt that fifty years hence it will be possible for the newspaper publisher—or community printer—to get along without highly skilled, technically trained personnel. For with the development of new equipment and techniques, some of them perhaps even as fundamental as Gutenberg's original world-shaking invention, will come demand for competent, trained people to operate both.

● And I suspect the weekly newspaper publisher will continue to meet in solemn conclave with his fellows at press association conventions and debate, by means of panels and shop talk as always, the high cost of labor and machinery, and better ways of doing the basic job of publishing a paper. There will still be typographical errors (although probably not so many as in the past) choice enough to clip out and paste in your wallet; and the kind of stories which only small town, suburban or country life can produce will still liven the conversation of weekly and small daily newspapermen.

There will always be incredible situations when the editor and the staff wonder, after it's all over, how this week's paper ever got published at all; and the kind of characters and natural-born prima donnas which have somehow made the printing and publishing business the fantastic but surprisingly collaborative and cooperative collection of clashing personalities it has always been.

The Ungentlemanly Art

(Continued from page 8)

Syndication of cartoons is another practice that has become more of age in the past fifty years. Many small papers have the urge but not the money to have a cartoonist added to their staff to grace their editorial page each day. Many of us in the cartooning field answer this need through the national syndicates.

• This gives birth to the cry that syndication has a direct effect on the quality of the cartoonist's work. The critics say that when a cartoonist is syndicated he stays on the fence with his opinions so as not to offend any of his client papers. I cannot speak for the other syndicated cartoonists but I do know this hasn't affected my operation in the least. I express myself as freely as ever on controversial issues in the political, national or international field. I got into a hassle with *Time* magazine on that very point some time ago. They inferred in a story that all syndicated cartoonists always produced lukewarm cartoons and kept everybody happy and offended no one. This is just not true. If it was I would have skirted the racial prejudice issue for fear I might offend my Southern clients. I would have found it necessary during a political campaign to take an extended vacation in order to keep both the Republican and Democratic papers on my list happy at all times. Most newspapers buy more than one cartoonist's work anyway. If one doesn't agree with their policy chances are the other one will.

• Now that we have mentioned some things pertinent to the last fifty years let's talk about the next fifty. Perhaps there are some things to consider which would improve the lot of the cartoonist and his effectiveness and value to his newspaper.

Cartoonists deal with things of a visual nature. Yet, I am sure, there are no people in the newspaper game today who are more deskbound than the cartoonist. I know of one of the more seasoned cartoonists in the business who has only been to Washington once in his lifetime and that was just a few years ago. Since our job is visual it becomes apparent one of the necessities of doing a good job would be to

Over the years, readers have become familiar with standardized characters to represent nations, special interest groups, and various human qualities and failings. To change them now, the cartoonist says, would be like altering the design of the Statue of Liberty or the face of Little Orphan Annie.

see what was going on first hand. It appears to me that newspapers are missing a bet by not releasing their cartoonist from his swivel chair to send him on assignments like a reporter or columnist. How can a camera record a scene if it remains on the shelf in the office? Perhaps the next fifty years will see better electronic transmission facilities brought into being whereby the cartoonist could send his "copy" from anywhere and meet his deadline.

• Editors and publishers also would do well if they didn't attempt to get cartoons from their men on subjects that simply do not lend themselves to good cartoon ideas. The ingredients necessary for a good cartoon are several. First, a controversy must be present. A good cartoon must take sides on an issue. Without controversy there are no sides of an issue from which a selection can be made. Don't expect your editorial cartoonist to do a prize



winner on the kickoff for pickle week.

The cartoon must be drawn about an issue that is familiar to almost all of the readers. When a cartoonist boils down an idea to make it concise and to the point he can include no explanatory material to clarify any details to the reader.

A cartoon should not be expected merely to illustrate an accompanying editorial. The editorial cartoon is an editorial. It should stand alone in its clarity and purpose and be understood by the reader without footnotes or accompanying editorial explanation.

Editorial cartooning is still one of the remaining crafts that is typically and exclusively newspaper. Commercial burdened television is pretty skittish when it comes to editorializing. A cracking good editorial cartoon flashed on a T.V. screen would probably scare the pants off many vice-presidents and send sponsors into a rage. Since the art of political cartooning is still an exclusive product of the newspaper, it would be wise for them to nurture this exclusive possession in the years to come. As long as newspapers have something to say, let there be an effective cartoon to help them to say it.

The Farm Editor

(Continued from page 12)

tural editor has the responsibility of providing them with on-the-job training in mass communications techniques."

While working at the University of Vermont under John W. Spaven—one of our nation's outstanding editors—I conducted two research projects. One was in newspaper use and the other on how much an audience learns from educational television.

• In the first, I found that information prepared at the college office and printed in the state's thirty papers would equal a good-sized newspaper in a year's time. Multiplying the twenty-one and one-third pages of stories clipped and tabulated in the two-month study would equal a 128-page annual newspaper.

This indicates both the satisfaction of Vermont editors with an information service based on mutual understanding of needs and their recognition of the important service the Experiment Station and Extension Service are providing the people of the state.

The television research project sought depth. It measured learning in a sample of a commercial station's audience for an educational program. Cooperating viewers significantly increased their knowledge of each of four subjects presented on two test

programs. Two advantages of television were frequently cited: ease of obtaining information in the home and opportunity to see a close-up of the demonstration.

From findings such as these, it is easy to see that the land-grant college editor's job is growing in importance, rather than diminishing. As both agriculture and communications keep progressing, agricultural editing offers young journalists a challenging opportunity to excel in both fields.

News Awards

(Continued from page 10)

tor, who was home watching the Yankee-Red Sox baseball game on television from Boston. Mr. Bernstein reported that viewers were getting close-ups of the catchers as they flashed their signals, as well as interpretations from the announcers, who used the picture to call the pitches in advance for the living-room audiences.

The slot man alerted John Drebing, who was covering the game, and helped him corral information from several sources to make a story that fascinated fans. The telecast was using a camera in the center field bleachers equipped with an 80-inch lens.

• Heeren also helped Louis Effrat on the follow-up when the baseball commissioner, Ford C. Frick, ruled out the special magnifier the next day. A \$50 check went to Mr. Heeren for his role as anchor man on the stories.

Clerks also are collecting awards. Samuel Kaplan of the national news desk discovered that some Negro families in Harlem were sending their children to segregated schools in the South because of dissatisfaction with school conditions in New York City. Even more were being sent to parochial or other private schools. Overcrowding, split sessions depriving the children of

Worth Quoting

"We can no more have a little secrecy in government than we can have a little freedom, a little justice, or a little morality. Of course, we do not have absolute freedom, absolute justice or absolute morality today. But our adherence to these great absolute principles, even though we yield a little here or compromise a little there in actual practice, has given us the greatest free civilization of all time."

V. M. Newton
Managing Editor
Tampa, Fla., Tribune

full educational opportunities, and fear of association with delinquents were given as reasons. The 23-year-old prospective reporter spent half his vacation rounding up and verifying the facts. A check bore out their accuracy and a rewrite made it a page one story Aug. 30. The initiative and diligence of the originator was rewarded with a \$50 check.

Pictures also continue to share in the awards, with the accent on enterprise. Sam Falk, for example, wanted an around-the-clock shot of the Manhattan skyline for the *Times Magazine*. He tried several times from the offices of Dag Hammarskjöld, Secretary General of the United Nations, at the top of the Secretariat building. None of his efforts satisfied him. But because of his habit of keeping up with new cameras, lenses and film, he finally latched onto the right equipment for the particular job. The camera that did the prize-winning trick this time, a Plaubel Veriwide, still not on the market, he borrowed from the inventor, Frank Rizatti. The picture, used in double truck, was Manhattan in all its splendor.

• The hope, Catledge says, is that the new awards system will not only produce a better-written newspaper but will encourage initiative by all hands in the news department.

CLASSIFIED ADVERTISING

Rates: Situations Wanted 10 per word; minimum charge \$1.00. Help Wanted and all other classifications 20 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, THE QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

HELP WANTED

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE in the publishing field. Publishers Employment, 469 E. Ohio St., Chicago. Su 7-2255.

WRITERS WANTED for immediate assignments in Business, Professional, Farming Fields. Box 1019, THE QUILL.

SITUATIONS WANTED

Experienced broadcast journalist, 22, SDX member, military obligation fulfilled. Abilities include gathering, writing, delivering news as well as still and movie photography. Excellent references. Box 1021, THE QUILL.

MISCELLANEOUS

FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 67 E. Madison, Chicago, Illinois.

THE QUILL for December, 1959

The Book Beat

Rocky Mountain News

DENVER has a tradition of lusty journalism. Robert L. Perkin has caught this spirit of the city and its newspapers in **"The First Hundred Years"** (Doubleday & Company, New York, \$5.95). It is the story of Denver's first newspaper, the *Rocky Mountain News*, but it is also the story of the frontier village which has grown to become one of America's major cities. The author has been a member of the staff of the *Rocky Mountain News* since 1937 and now is its book editor.

Now a part of the Scripps-Howard newspaper chain, the *Rocky Mountain News* is a vigorous tabloid and under the leadership of Jack Foster it has made rapid strides in the last decade. But it was not always so. Over the years under a number of owners since it was started in April, 1859 by William N. Byers, it has known vicissitudes as well as success. Through most of its life it has faced the vigorous and in the past ruthless competition of the *Denver Post* and of Bonfils and Tammen.

Many well known names in journalism crowd its pages. Damon Runyon, Lowell Thomas and George Creel were *News* reporters, Eugene Field worked for the rival *Post*. Gene Fowler in a nostalgic foreword recalls his own days on that colorful scene. For the general reader much of the interest in Mr. Perkin's lively account lies in the colorful and sometimes ribald reminiscences of the days when Denver was a wide open town and editors kept a pistol handy.

It is a long book, liberally dotted with quotations from the pages of the old *News* reported in generous detail, and illustrated with some thirty-two pages of photographs. While it will be of special interest to those who know Denver and the Rocky Mountain area it serves, it is fascinating reading for everyone interested in journalistic history.

—C. C. C.

Mass Media and Youth

HAVE all the revolutionary developments in mass communication had good or bad effects on our children? What does all this mean in the education of our young? A book intended to

serve as a guide in thinking about and studying these matters, and which also provides a brief summary of insights and investigations to date, is **"Mass Communication and Education"** (Educational Policies Commission, National Education Association, Washington, D. C., \$1.50). While the study was made and the report prepared for the benefit of educators, certainly it should be of interest and value to those working in mass communications.

The four broad assumptions underlying this analysis are that mass communication has helped make a new kind of society, has helped create a different kind of student for our schools, has modified the role of the teacher, and has provided educators with new tools to improve teaching and increase learning.

—D. W. R.

Industrial Journalism

THE problems and purposes of a modern company publication and how an effective editorial organization can be achieved are covered in James McCloskey's new book, **"Industrial Journalism Today"** (Harper & Bros., New York, \$4.75). The author writes with understanding from a background in both journalism and public relations. Both the experienced editor of the industrial magazine and the student of journalism has a source of ideas and techniques as well as a thorough introduction to the field.

—D. WAYNE ROWLAND

A Check on Terms

A VALUABLE reference work for the journalist who would understand and report in the field of education is the new second edition of **"Dictionary of Education"** (McGraw-Hill Book Company, Inc., New York, \$9), prepared under the auspices of Phi Delta Kappa, professional fraternity for men in education, and edited by Carter V. Good. It is quite likely that many of the criticisms and misunderstandings in the realm of education would be diminished if the public—and the press—knew more precisely the meaning of terms involved.

—D. W. R.

Market Guide

A "must" for the free lancer is a market guide and one of the best is **"Writer's Market,"** edited by Aron M. Mathieu and Gratton E. Coffman (*Writer's Digest*, Cincinnati, Ohio, \$4.50). This is the seventeenth edition of this valuable reference book and it lists some 3,500 markets for free lance writers, divided under a number of headings. There are helpful hints on preparing manuscripts and a comprehensive index.

—C. C. C.

Information Finder

A NEW reference volume that makes the job of the researcher easier—and which might come in handy on any newspaper's reference shelf—is Robert W. Murphey's **"How and Where to Look It Up: A Guide to Standard Sources of Information"** (McGraw-Hill Book Company, Inc., New York, \$15). The book, containing more than 3,900 reference sources annotated and indexed in some 10,000 analytical subject references, can help find almost any kind of information. This is not the only work of its kind, of course, and it may not be the best, but it is comprehensive and requires a minimum amount of exploration to know how to use it efficiently.

—D. W. R.

Do You Remember?

YOU, too, can be a memory wizard! A little book published last year, **"Your Memory: Speedway to Success in Earning, Learning, and Living"** (Exposition Press, New York, \$2.75), by O. W. "Bill" Hayes, is presented as a primer on memory training. The book is light and interesting—and a little curious—to read. The principles are direct and uncomplicated and for the man who really wants to remember, consciously and subconsciously, taking the lessons and techniques seriously undoubtedly would help. And, let's face it, a good memory is an asset in the profession of journalism.

—D. W. R.



Sigma Delta Chi Awards

For distinguished service in Journalism...

General Information

The Sigma Delta Chi Awards for Distinguished Service in Journalism have been awarded annually since 1932 for outstanding achievements in journalism during a calendar year and winners are usually announced in April.

The awards proper consist of bronze medallions and accompanying plaques.

NOMINATIONS

Nominations for any one of the Sigma Delta Chi Awards may be made by the author or any other party. Forms are available on request. These awards are open to both members and non-members of Sigma Delta Chi and may be either men or women. They must, however, be Americans.

February 1, 1960 is the deadline for nominations. Nominations postmarked on that date will be accepted. Mail or express entries to:

Victor E. Bluedorn, Director
Sigma Delta Chi Awards in Journalism
35 East Wacker Drive
Chicago 1, Illinois

EXHIBITS

All awards are offered for specific work done during the calendar year 1959.

Each nomination must be accompanied by an exhibit and nomination form, filled out by typewriter or print.

A brief biography and photograph of nominees may accompany each nomination for categories.

A nomination intended for more than one category requires a separate exhibit for each.

Each nomination and nomination form must be clearly marked to show category in which it is entered. Several nominations may be sent in one package, but each should be identified and accompanied by separate nomination form.

Exhibits cannot be returned. All become the property of Sigma Delta Chi.

RULES

Exhibits in press divisions should be in scrapbook form, measuring not larger than 15 inches by 20 inches, and should include clippings or photostats. Those who want to enter full pages, to show display, should fold them in half. Radio and television reporting exhibits should consist of recordings, tapes, or film, clearly labeled, and a typewritten summary.

Radio or television newswriting exhibits are limited to typescripts. Radio public service exhibits should consist of recordings or tapes with a typewritten summary. Television

public service exhibits should include film (if available) and a typewritten summary.

Research exhibit should consist of manuscript, galley proofs, or printed book.

NOMINATIONS NOT MEETING THE ABOVE SPECIFICATIONS WILL NOT BE ACCEPTED FOR JUDGING.

JUDGING

The material submitted for consideration for the awards will be judged by a jury of veteran and distinguished journalists. All decisions will be final. Any award may be withheld in case the judges decide that none of the material submitted is worthy of special recognition.

Awards Categories

PRESS (General)

1. General Reporting: For a distinguished example of a reporter's work, either a single article or a series on a related subject, published during the year, the test being readability, accuracy and completeness, interest, enterprise and resourcefulness of the reporter in overcoming obstacles.

2. Editorial Writing: For a distinguished example of an editor's work, either a single editorial or a series relating to the same subject, published during the year; editorials by any one writer being limited to three, a series on a single topic counting as one entry.

3. Washington Correspondence: For a distinguished example of reporting national affairs by a Washington, D. C., correspondent, either a single article or a series on the same or related subject, published during the year.

4. Foreign Correspondence: For a distinguished example of reporting international affairs by a foreign correspondent, either a single article or a series on the same or related subject, published during the year.

5. News Picture: For an outstanding example of a news photographer's work, either a single picture, or sequence or series of pictures, published during the year; photographs by any one person being limited to six, a series on a single topic counting as one entry.

6. Editorial Cartoon: For a distinguished example of a cartoonist's work, a single cartoon published during the year, the determining qualities being craftsmanship, interest, forcefulness and general worth; cartoons by any one person being limited to six.

PRESS (Newspapers)

7. Public Service in Newspaper Journalism: For an outstanding public service rendered by a newspaper in which exceptional courage or initiative is displayed in face of opposition from antisocial forces, political, or other discouraging or hampering forces. Nominations are to be accompanied by a complete file of clippings or photostats, together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained. Those who want to enter full pages, to show display, should fold them in half since exhibit should not be larger than 15 inches by 20 inches.

PRESS (Magazines)

8. Magazine Reporting: For a distinguished example of current events reporting by a magazine writer, either a single article or series related to the same subject, published in a magazine of general circulation during the year.

9. Public Service in Magazine Journalism: For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation, special consideration being given to leadership or service achieved in the face of anti-social, political or other hampering forces, other tests being extent of good accomplished, enterprise, initiative, and effectiveness of presentation through pictures, articles, editorials and other graphic means; nominations being accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

RADIO OR TELEVISION

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

RADIO

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio as it happened or soon after it happened; exhibits consisting of a typewritten summary and recordings or tapes, running time not longer than thirty minutes. This award may go to an individual, station, or network.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of a typewritten summary, disc recordings, or tapes, not to exceed thirty minutes.

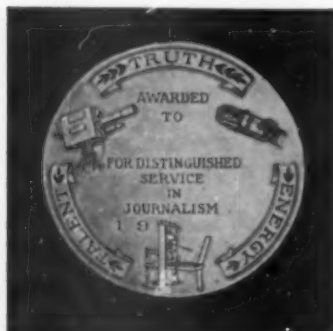
TELEVISION

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled; broadcast by television as it happened or soon after it happened; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm film or kinescope, not longer than thirty minutes. This award may go to an individual, station, or network.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm film or kinescope, not longer than thirty minutes.

RESEARCH

15. Research About Journalism: For an outstanding investigative study about some phase of journalism based upon original research, either published or unpublished, and completed during the year.



1960 Awards Announcement



Sigma Delta Chi NEWS

NO. 85

DECEMBER, 1959

Newton New President . . . See Page 27

Honest Press Bulwark of Freedom SDX Anniversary Delegates Told

THE American press is the bulwark of American freedom, 600 of the nation's newsmen were told at the opening of the 50th anniversary convention of Sigma Delta Chi in Indianapolis.

Eugene C. Pulliam, publisher of The Indianapolis Star and The Indianapolis News, and one of the four living founders of the fraternity, told the convention that the people of the world "will do the right thing" if they are told the truth.

"And if we preserve our freedom and protect our freedom, then somehow, someway, America will show the rest of the world the road to freedom," Pulliam said.

Pulliam and his wife, Mrs. Nina Pulliam, served as hosts at the convention kickoff that included a reception and dinner in the Claypool Hotel.

Recalling the fraternity's founding 50 years ago by 10 DePauw University undergraduates, Pulliam said "it seems ut-

terly impossible that it was 50 years ago when we organized Sigma Delta Chi."

He said the organization was founded because of the zeal of 10 young journalists who believed in free speech, the right of free expression and a free press.

In welcoming the convention delegates and their wives to Indiana, Pulliam declared that "Indiana newspapermen" are

waging the strongest fight in the nation to protect freedom.

"If we continue to tell the truth, then freedom in America will be safe—safe in your hands," said the publisher, who also is honorary president of Sigma Delta Chi.

Seated at the speakers' table with the Pulliams were Laurence P. Scott, publisher of the English newspaper, the Guardian; James A. Byron of Fort Worth, Tex., fraternity president; Robert M. White, editor of the New York Herald Tribune; Bernard Kilgore, president of the Wall Street Journal; Eugene S. Pulliam, managing editor of The Indianapolis News; Robert J. Cavagnaro, immediate past SDX president; William I. Nichols, editor and publisher of This Week magazine; William A. Dyer, Jr., general manager of The Star and The News; Walter Leckrone, editor of the Indianapolis Times and George V. Horton, business manager of the Times.

Pulliam also introduced three past national presidents of the fraternity from Indiana. They are James A. Stuart, editor of The Star, John E. Stempel, head of the journalism department at Indiana University, and Edwin V. O'Neel, publisher of the Hagerstown Exponent.

William M. Glenn of Orlando, Fla., one of the living SDX founders, also attended the affair and was introduced by Pulliam.

Virgil Hill, political columnist for the Phoenix (Ariz.) Gazette, kept the journalists roaring for 30 minutes with his humorous after-dinner remarks.

As the convention delegates from nearly every state in the nation checked in the fraternity's freedom of information committee released its annual report, charging that secrecy in the Federal government has reached new heights.

The searing report asserted that "Federal officials from the President on down have resorted more and more frequently to the vague claim of 'executive privilege' to withhold information from the public, the press and Congress."

Editors Meet



James A. Stuart (right), editor of The Indianapolis Star, and V. M. Newton, Jr., managing editor of The Tampa (Fla.) Morning Tribune, and newly elected president of Sigma Delta Chi, were among those attending the 50th anniversary convention of SDX at Indianapolis.

The report, delivered later by V. M. Newton, Jr., managing editor of the Tampa (Fla.) Morning Tribune, and new president of Sigma Delta Chi, charged that this government secrecy has reached such proportions that it poses "the most serious threat to the theory of open government in the United States history."

The blistering 32-page report noted that the White House did not even acknowledge a letter sent to President Eisenhower in 1958 that documented 93 cases of "outright abridgment of the American people's right to know."

The failure of the White House to reply to this letter led Newton's committee to conclude that "those around the President are carefully keeping him from the true state of affairs in our national problem of freedom of information."

Also drawing the ire of the fraternity's information committee was a recent ruling by the United States Supreme Court which declared that policy-making bureaucrats in the Federal government are absolutely immune to libel suits for anything they say or do in the line of duty.

This action by the Supreme Court, the report says, has extended to the Federal bureaucrats a privilege that is denied to both the American people and the American press.

In noting secrecy in Congressional proceedings, the report stated that despite vigorous opposition from the public, 29.6 per cent of committee sessions of the 86th Congress were held behind closed doors.

Most significant victory in the fight against government secrecy, the committee said, was the opening of Senate payrolls for publication.

On the state level, six additional states—Alaska, Hawaii, Maine, New Mexico, Oklahoma, and Georgia—adopted anti-secrecy laws that guarantee the public the right to inspect all governmental records. Thirty-two states now have such laws, the report said.

Judge Thomas J. Faulconer of Marion County Criminal Court won praise from the committee for his courtroom procedure in the recent Connie Nicholas murder case that permitted complete newspaper, radio and television coverage of the month-long trial.

"Newsmen are entitled to be in this courtroom and cover the trial as long as they conduct themselves as gentlemen and do not interfere with the administration of justice," Faulconer was quoted as saying in the report.

The committee said that Indiana's anti-secrecy law was used to open criminal records, to open meetings of the Alcoholic Beverages Commission, the Indiana State Police board and the meetings of the board of directors of the Indianapolis-Marion Building Authority, builders of the City-County Building.

Checking In



Darrell G. Borgne (left), a senior at Wayne State University, and Martin Kasindorf, a senior at the University of California at Los Angeles, register with Wanda Coats for the Sigma Delta Chi convention at the Claypool Hotel.

Jackson, Mississippi, Voted 1961 SDX Convention Site

Announcement of financial aid for undergraduate chapters, future convention sites and nominations for Fellows highlighted the Indianapolis convention's opening business session Thursday, Nov. 12.

Executive Council-Board of Directors Chairman Robert J. Cavagnaro told some 120 delegates that deadlines for the Beckman Report would be moved up from June 15 to May 15, and that a \$25 fine limit would be placed on the Beckman and Hogate Reports.

Fines of more than \$25 a report paid by undergraduate chapters since Jan. 1, 1957, were set back to the new limit. Cavagnaro said all funds above that amount would be refunded.

Jackson, Miss., was announced as the 1961 convention site, with Tulsa, Okla., getting approval for 1962.

Nominated as Fellows were editor-public official Byron Price, news executive Hal O'Flaherty and editor-lecturer Houstoun Waring.

Filling out the term of the retiring Crawford Wheeler of New York as a trustee of the Quill Endowment Fund will be Oliver Gramling of the Associated Press, New York, Cavagnaro announced. Chicago attorney Keith Masters was nominated to succeed the late Ward Neff as a Quill Endowment Fund trustee.

Cavagnaro commended the three student observers on Executive Council.

They were Ed Runden of the host DePauw University undergraduate chapter, Martin Kasindorf of UCLA and Darrell G. Borgne of Wayne State University.

Opening the convention, Fort Worth (Tex.) Professional Chapter President

Tom Whalen and DePauw's Runden presented gavels to outgoing President James A. Byron. Roll was called by National Secretary Buren McCormack, and delegates were welcomed by Indiana Professional Chapter President Eugene S. Pulliam, son of convention sponsor-founder Eugene C. Pulliam.

In his president's address, Byron said the fraternity was "sunder than ever." He commended V. M. (Red) Newton's Freedom of Information Committee and Founder Pulliam, recommended changes in Publications Board practices. Byron also called for help to journalists abroad and urged passage of a resolution censuring Cuban Premier Fidel Castro for an alleged government founded attack on American journalist Jules DeBois in Havana.

In committee reports, V. M. Newton said that the freedom of information situation was healthier on lower governmental levels but was "worse than ever" on a Federal scale. Newton also hit the controversial doctrine of "executive privilege."

Thomas Jefferson's home at Monticello was recommended as the Historic Site in Journalism to be marked in 1960. Making the recommendation was Historic Sites Committee Chairman Edwin Emery of the University of Minnesota.

Press Coverage Of TV Scandal Fair: Brinkley

"The television industry is being loaded down as the scapegoat for the people during the recent morality play that has been going on in the industry due to the acts of the TV quiz shows," stated David Brinkley during his luncheon speech at the 50th Anniversary convention in Indianapolis, Nov. 12.

"Everyone talks about other people's morals, not their own and in this way they must find a scapegoat for their emotions," he went on to say.

Brinkley, NBC News Commentator in Washington, said that the story of the goings on of the scandals in TV have been fairly covered by the press.

He went on to say that television must take its values from the society it lives in. "We can't operate without knowing what the people want," Brinkley stated.

The morality play that is going on at the present time affects everyone in its outcome and everyone plays a part. No one is more interested in morality, outside of the clergy, than the people in the communication business.

Brinkley asked in closing that the newspapers be fair in reporting, "see the perspective of those who are left in the television industry that are not affected by the hangers-on that corrupted some."

Brinkley, who started four years ago with Chet Huntley to bring the NBC audience a most complete news coverage, began his announcing career with NBC in 1943 in Washington. His big break came in the political conventions in 1956.

He is the type of speaker who combines humor with news reporting. Brinkley started in the newspaper business on the Wilmington, North Carolina Star News as a cub reporter. Before going into the Army he worked with United Press and in 1943 went to Washington and NBC.

1959 FOI Report Available From National Office

The 1959 Freedom of Information Report is available from SDX National Headquarters. For copies of the report write Sigma Delta Chi, 35 East Wacker Drive, Chicago 1, Illinois.

THE WHITE HOUSE

To James A. Byron, President Sigma Delta Chi:

It is a pleasure to send greetings to those attending the fiftieth anniversary convention of Sigma Delta Chi. As reporters dedicated to the highest standards of truth and excellence, the members of Sigma Delta Chi have contributed much to the strength of public opinion. Your service, rendered with freedom and responsibility is essential to the on-going life of our democracy. Our citizens must be fully informed on the issues of the day and inspired to sacrifice and work toward the fulfillment of America's traditional goals. I am delighted to add my congratulations and best wishes to Sigma Delta Chi.

Dwight D. Eisenhower

On the occasion of the 50th anniversary of Sigma Delta Chi Professional Journalistic Fraternity in the United States of America with a world wide membership, I take great pleasure to extend greetings and congratulatory wishes to the fraternity and its convention in Indianapolis. The ideals of this organization and its membership merit international recognition and support for freedom of the press and highest ethical standards of its profession will guarantee the freedom of our nations and people.

Felix Von Eckhardt, secretary, chief
federal press and information office,
Bonn, Germany

Ethics, Interest Top Co-op Panel

The panel discussing "Graduate-Undergraduate Co-operation" among Sigma Delta Chi chapters, at the fraternity's 50th anniversary convention, agreed it was essential to maintain journalism ethics and interest young people in the profession.

Edward Lindsay, editor of Lindsay-Schaub Newspapers, Decatur, Ill., presided over the discussion.

Members of the panel were: Maynard Hicks, assistant professor of journalism at Washington State College; William F. Kunerth, assistant professor of journalism at Iowa State University, Ames, Ia.; Ralph Renick, vice president of news, WTVJ-TV, Miami, Fla.; and Don Carter, executive director of the Newspaper Fund, Inc., New York, N. Y.

All the panelists agreed that the professional and undergraduate Sigma Delta Chi members worked closely together in presenting programs and getting new club members.

"While it is essential that we give prospective journalists an honest picture of the type of career they will have," Hicks said, "We must not paint too dark a picture." Although the profession has its frustrating moments, we must remember that journalism leads us everywhere in our experiences and friendships, he added.

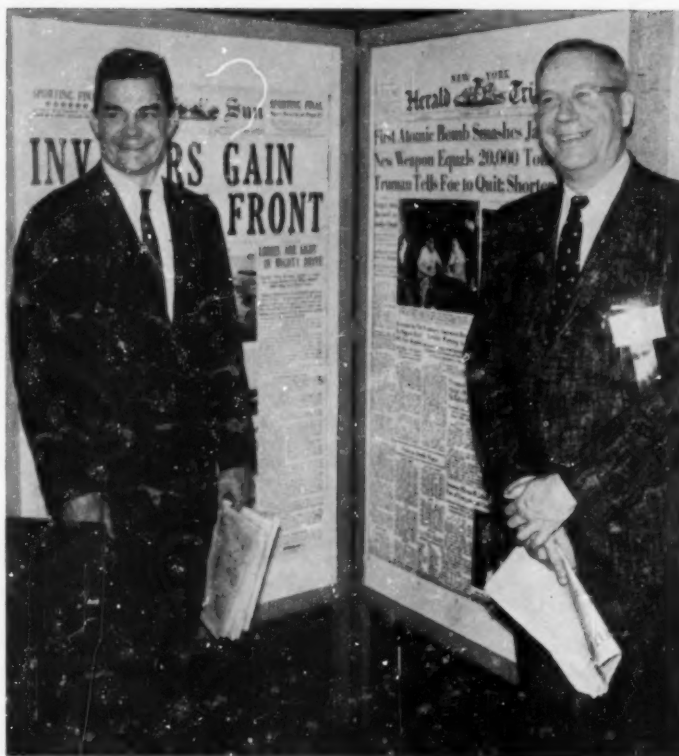
Everywhere in the nation there are more available jobs, than there are journalists. Presently the newspapers need 3,500 graduates, but they are only able to get 2,500. Don Carter said the fraternity members must contact and advise undergraduate students, so as to make them aware of the opportunities in the field. He continued, journalism students should speak to their high school student bodies, to arouse interest and allow the students to plan their curriculum with a career in mind.

Edward Lindsay said the college SDX chapters should keep in contact with these pre-journalism students from the very time they enter the university or college and guide their interest.

Even financial aid is made available through several chapters in the nation. Ralph Renick commented that a journalism student with a "B" average may get a fraternity scholarship if he is able to keep the grade average. He urged different chapters to get scholarship fund raising projects, to supplement the present scholarships.

Once the students are journalism students, the undergraduate chapters should invite professional members to speak at meetings. The panelists thought this was the best way to keep the students in-

New York Newsmen



Standing before the front pages of two New York newspapers are two national executive council members of SDX. They are Robert M. White, II (left), president and editor of the New York Herald Tribune, and Buren McCormick, vice-president and editorial director of the Wall Street Journal. White is the executive council's treasurer and McCormick is the secretary. The display of enlarged front pages was at the Claypool Hotel, convention headquarters.

formed of the variety of journalistic opportunities. They thought journalistic experiences would give the students a true picture of such a career.

"The rewards in the communication field are great," Edward Lindsay said, "The money takes care of itself, just do the thing you like."

During the question period, Laurence Scott, chairman of the Guardian, Manchester, England, told the delegates, that many English journalists start reporting at the age of 18, and get all of their training through practical experience. There are no British journalism schools, he said, and the only one started by London University in the 1930s was a failure.

The Press Council is the British equivalent of Sigma Delta Chi, and is responsible for hearing grievances against the press, Laurence commented. From their findings," he said, "We are able to build up a moral code of behavior."

Don Carter concluded the discussion by saying that journalism is a way of life, in which we have "glamor, compensation, status, and the chance to be of service to our fellow man."

Newton, Scripps In Charge of Weather, Time

Most long-lived anecdote of the Indianapolis convention concerned V. M. (Red) Newton, "delegate in charge of the weather," and E. W. Scripps, II, "in charge of the time."

Newton, managing editor of the Tampa (Fla.) Tribune, was dismayed when snow began to fall outside the hotel as the Executive Council was meeting.

He assigned himself the task of changing the weather, and took the blame at later banquets for continuing rain, snow and hail.

Since Indianapolis declared itself in the Eastern time zone instead of the Central, E. W. (Ted) Scripps, like many other delegates, was one hour late for early meetings. To him went the task of changing the time.

Measure of his success: When the convention adjourned, Indianapolis was still in the Eastern time zone.

SDX Delegates



A reception and dinner opened the 50th anniversary convention of SDX. Attending the affair in the Claypool Hotel were (left to right) Robert M. White, editor of the New York Herald Tribune; Bernard Kilgore, president of the Wall Street Journal; William I. Nichols, editor and publisher of This Week magazine; Eugene C. Pulliam, publisher of The Indianapolis Star and The Indianapolis News; Laurence P. Scott, publisher of the Guardian, Manchester, England, and William A. Dyer, Jr., general manager of The Star and The News.

Headline Club Wins Professional Achievement Award

The Chicago Headline Club received the 1959 first-place achievement award at the Sigma Delta Chi national convention.

Merritt Johnson, chief of the Chicago Daily News copy desk, is president of the club, the Chicago professional chapter of the fraternity.

Dennis Orphan, a Chicago chapter delegate and associate editor of Today's Health magazine, received the plaque from the fraternity's incoming president, V. M. Newton, Jr., of the Tampa (Fla.) Tribune.

The plaque's inscription reads:

"In recognition of the encouragement and worthwhile assistance rendered by the chapter to members and fellow professionals through an outstanding program that emphasized the professional aspect of journalism, thereby advancing the standards of their performance and those of the profession in general."

The Chicago chapter scored 94.1 points out of a possible 100. The chapter scored 60.4 out of a possible 65 points for its professional program; 9.6 out of 10 points for finance; 9.5 out of 10 points for membership; 4.6 of 5 points for exhibit; and a perfect 10 points for national relations.

Other chapters placed as follows:

Atlanta—93.6; Milwaukee—93.2; New York—88.5; Fort Worth—87.5; Northwestern Ohio—87; Akron—87; Pittsburgh—86; Utah—85; Texas Gulf Coast—80; Detroit—80; Central Illinois—79; San Diego—76.

San Antonio—76; Eastern Oklahoma—75; Minnesota—74; Oklahoma—73; Central Michigan—72; Southern Illinois—72;

Publishers, Wives, Confer



When Laurence P. Scott, publisher of the famed English newspaper, the Guardian, arrived at Indianapolis with Mrs. Scott, they were welcomed by their old friends, Mr. and Mrs. Eugene C. Pulliam. Pulliam is the publisher of The Indianapolis Star and The Indianapolis News. Photographed in the Scott suite at the Claypool Hotel they appear (left to right), Mrs. Pulliam, Scott, Mrs. Scott, and Pulliam. They are scanning a British newspaper.

Cleveland—71; Central Ohio—70; Colorado—69; Northern California—68; New England—66; North Florida—64; Central Pennsylvania—64; Los Angeles—62; Hawaii—61; Indiana—60; Alabama—59; Mississippi—58; St. Louis—57; North Dakota—54; Louisville—47; Valley of the Sun—45; New Mexico—42; St. Lawrence Valley—35; South Dakota—28.

Chapters whose reports were filed too late for judging included Illinois Valley, Seattle, and West Texas. No reports were filed for the following chapters: Austin, Dallas, Florida West Coast, Greater Miami, Kansas City, Mid-Missouri, Nebraska, Nevada, Ohio Valley-Kanawha, Portland (Inactive), Richmond, and Washington, D. C.

Editorial Hails SDX Convention

The following editorial appeared in The Indianapolis Star, published by SDX Honorary President Eugene C. Pulliam.

"It is a happy thing to have the national journalistic fraternity, Sigma Delta Chi, here for its golden anniversary meeting. The modest beginning on the campus of DePauw University has led to a professional society which spreads over the nation and has stimulated the raising of standards and ethics throughout the publishing business.

"Its purpose is simple. It is to devote the talent and energy of its members to the pursuit of truth in reporting the world's daily history to its people. The fraternity has worked to that purpose with telling effect, and its growth attests to the depth of its value.

"Enthusiastically we welcome the fraternity's members to Indiana and Indianapolis. Here they will find a sturdy example of open records policy in government. They will find people who are accustomed to knowing what is going on in their public bodies and staunchly intend to go on knowing. Here is an atmosphere of public life which challenges journalists to their utmost efforts. It is an atmosphere warmly hospitable to the ideals of Sigma Delta Chi.

"We know the delegates will find the welcome of the city warm, too. We hope they have a wonderful time. We hope they find here more than the inspiration they need to convert to action the anniversary meeting theme: 'To another fifty years of talent, truth, and energy.'"

Obituaries

Maxwell N. Beeler (KnS-'14), employed by Capper Publications in Topeka, Kans., from 1923 until his retirement in 1954, died October 28.

James J. Butler (WDC-Pr-'44), 58, Washington correspondent for the past 30 years for Editor & Publisher, died of a coronary ailment October 23.

George T. Culbertson (CeO-Pr-'55), 67, general manager of the Mount Vernon (Ohio) News since 1942, died Sept. 26 after a long illness.

Avery Dodge (CeO-Pr-'53), 61, former copy editor of the Columbus (Ohio) Citizen, died October 2 of a heart attack.

Robert W. Sawyer (UOr-Pr-'21), 79, retired editor and publisher of the Bend (Ore.) Bulletin, died of a heart attack October 13.

Earl F. Wegmann (UMc-'49), 45, business writer for The Detroit (Mich.) News, died October 20 following surgery for cancer.

New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

• • •

Robert Howard, publisher, Chester Times, Chester, Pennsylvania; **Joseph P. Ujobai**, general manager, Phoenixville Daily Republican, Phoenixville, Penn.; **Norwood Cronk Middleton**, managing editor, Roanoke Times, Roanoke, Virginia; **Kenton Rosswell Noble**, managing editor, Martinsville Bulletin, Martinsville, Virginia; **Jack Burn Thompson**, editor, The Clifton Forge Review, Clifton Forge Virginia; **Robert Petteys**, managing editor, Sterling Journal-Advocate, Sterling, Colorado.

Walter Kemp, director of public relations and managing editor, American Academy of General Practice, Kansas City, Missouri; **Harold Blumenfeld**, executive picture editor, United Press International, Newspictures, New York, New York; **Philip Read Curran**, assistant director client relations, United Press International, New York, New York; **Max Desfor**, supervising editor, Associated Press, Wide World Photos, Inc., New York, New York; **Jacob A. Evans**, associate editor, American Weekly Divi-

Guardian Publisher, 19 Students, Newsmen Initiated at Convention

Twelve newsmen, including one from England, and eight Depauw University students were initiated into Sigma Delta Chi at DePauw during the 50th anniversary convention.

The newsmen included: Laurence Scott, publisher of the Guardian, Manchester, England; Frank Crane, editorial writer for The Indianapolis Star; Philip F. Clifford, reporter for The Indianapolis Star; William Wildhack, reporter and columnist for The Indianapolis News; Larry Arany, chief librarian for The Indianapolis News and Star; Forrest Boyd, WLW-I newscaster; Max Friedersdorf, reporter for The Indianapolis News; John R. Nixon, general manager, Peru Daily Tribune; Pershing Rohrer, reporter for The Indianapolis Times; John Bowen, editorial page director of The Indianapolis Times; William I. Nichols, publisher of This Week, and Gilbert Forbes, news director for WFBM-radio.

The eight students who were initiated are Douglas Warwick, Bronxville, N. Y.; Joseph Harpeter, Beattyville, Ky.; Eugene Dunphy, Northbrook, Ill.; James Force, South Haven, Mich.; John Tener, Noblesville; Cheng Chua Lok, Singapore, Malaya; Homer Stavelly, Evansville, and Dick Sauvain, Bloomington.

sion of Hearst Publishing Co., Inc., New York, New York.

Robert R. Metz, assistant news editor, Newspaper Enterprise Association Service, New York, New York; **J. Robert Moskin**, senior editor, Look Magazine, New York, New York; **Kalman Seigel**, suburban editor, The New York Times, New York, New York; **Carll Tucker Jr.**, president and publisher, Patent Trader, Mount Kisco, New York.

Martin Ranta, reporter, Cleveland Plain Dealer, Cleveland, Ohio; **J. Wayne Fariss**, TV news reporter, WTVT-TV, Tampa, Florida; **Richard W. John**, TV news director, WTVT-TV, Tampa, Florida; **Robert G. Dodor**, manager, United Press International, St. Paul, Minnesota; **Charles Nelson Haugen**, general assignment reporter-photographer, Rochester Post Bulletin, Rochester, Minnesota.

Martin McGowan, Jr., publisher, The Appleton Press, Appleton, Minnesota; **Martin J. Merrick**, general assignment reporter, Minneapolis Star, Minneapolis, Minnesota; **William C. Seaman**, photographer, Minneapolis Star and Tribune, Minneapolis, Minnesota; **A. Hallock Seymour**, assistant city editor, Minneapolis Star, Minneapolis, Minnesota; **Willis G. Misch**, photographer, Toledo Blade and Port Clinton Daily News, Toledo, Ohio.

Ben A. Colby, assistant publisher, Lyon County Reporter, Rock Rapids, Iowa; **Francis John Gilbride**, state editor, Sioux Falls Argus-Leader, Sioux Falls, South Dakota; **Wayne Lyford**, assistant news editor and advertising manager, Brookings Register, Brookings, South Dakota; **Clifford Sanders**, editor, Garretson News, Garretson, South Dakota; **Byron G. Taft**, managing editor, Yankton Daily Press & Dakotan, Yankton, South Dakota.

Jack Smyth, publisher, Dover State News, Dover, Delaware; **William Hutchinson Cowles**, publisher, Spokesman's Review, Spokane, Washington; **Carl Grover Miller**, journalism instructor and adviser to student publications, Lewis & Clark High School, Spokane, Washington; **Byron Withers**, wire editor, Boulder Daily Camera, Boulder, Colorado; **William B. Bayer**, news director, WPST-TV, Miami, Florida; **James Coe Buchanan**, staff writer, The Miami Herald, Miami, Florida; **Alvin V. Burt, Jr.**, assistant city editor, Miami Herald, Miami, Florida.

Dan J. Cronin, managing editor, Miami Beach Sun, Miami Beach, Florida; **Paul Einstein**, reporter, Miami News, Miami, Florida; **Douglas E. Kennedy**, staff photographer, Miami Herald, Miami, Florida; **Robert J. Lettino**, assistant news editor, Miami Herald, Miami, Florida; **Thomas M. Lownes**, reporter, Miami Herald, Miami, Florida.

Leo Mindlin, executive editor, The Jewish Floridian, Miami, Florida; **William Moesser**, reporter, Miami News, Miami, Florida; **Budd Mulloy**, writer, Yachting, Field & Stream, Nassau Guardian Book Editor, Motor Boating, Miami, Florida; **Gene D. Plowden**, staff writer, The Associated Press, Miami, Florida;

(Continued on page 29)

Newton Named SDX President; Convention Blasts Castro Regime

Fidel Castro now is justifying the "stupid fear" he said Cubans had toward his revolutionary government by destroying the free enterprise system and frightening away investment capital, said Jules Dubois, Chicago Tribune correspondent, in an address at the Sigma Delta Chi 50th Anniversary Convention in Indianapolis.

Dubois has been with the Latin American Department of the Chicago Tribune since 1947, and recently was removed from Cuba for his own personal protection. He said that Castro, in an interview in May, 1958, proclaimed he was fighting for "full enforcement of the Cuban constitution of 1940, which comprises free enterprise . . . as well as many other civic and political rights."

Dubois said Castro "has defrauded the hopes of those people and of very many Cubans who supported him."

Dubois remained in Cuba through much of the "Hate America" campaign, and through several violent anti-Dubois outbursts.

He was transferred by the Tribune late in October when "mobs of maniacs" shouted "to the firing squad" at him.

Dubois, who has covered 18 political revolutions in his dramatic newspaper career, said Secretary of State Christian Herter made "one of the best . . . speeches ever made by a U. S. Secretary of State at an Inter-American Conference" when he addressed that group in August.

Herter said, in part, "We advocate . . . government by constitution and laws, and not by arbitrary actions of men."

Dubois said that Castro's propagandists "could teach the Madison Avenue boys a few lessons." With the press, radio, and television firmly in grip, Dubois said, Castro is conducting the most complete and methodical brainwashing campaign ever undertaken in contemporary Latin-American history.

V. M. Newton, managing editor of the Tampa (Fla.) Tribune, presided over the banquet where Dubois spoke. It was sponsored jointly by the Indianapolis Times and Scripps-Howard Newspapers, Inc.

Newton introduced Dubois as a "living symbol of freedom of the press." He said Dubois has staked his very life on truth many times, and has devoted his career to talent, truth and energy, the ideals of Sigma Delta Chi.

Dubois asked that newsmen in the coming 50 years demonstrate the same "talent, truth and energy to keep the world free from the horrors of communist or other totalitarian enslavement."

Sigma Delta Chi launched its second half century at Indianapolis with a staunch Florida defender of freedom of the press at its helm.

Elected national president of the fraternity was V. M. (Red) Newton, Jr., managing editor of the Tampa Tribune and, for seven years, chairman of SDX's militant Freedom of Information committee.

Other new officers for 1959-60, named at the conclusion of the convention, are:

Frank J. Starzel, New York, general manager of the Associated Press national honorary president;

James A. Byron, Fort Worth, chairman of the National Executive Council;

E. W. Scripps, II, Scripps-Howard Newspapers, Washington, D. C., vice president in charge of professional chapter affairs;

Maynard Hicks, Washington State University, Pullman, Wash., vice president in charge of undergraduate chapter affairs;

Buren McCormick, vice president and editorial director of the Wall Street Journal, New York, vice president in charge of expansion;

Edward Lindsay, editor, Lindsay-Schaub Newspapers, Decatur, Ill., treasurer;

Walter Burroughs, publisher and editorial director, Costa Mesa, Calif., Globe, secretary.

Elected to the National Executive Council were:

Robert M. White, II, president and editor, New York Herald Tribune, New York;

H. Eugene Goodwin, director, school of journalism, Pennsylvania State College; Theodore Koop, news director, CBS, Washington, D. C.;

Ralph Sewell, assistant managing editor, Daily Oklahoman and Times, Oklahoma City;

Frank Angelo, managing editor, Detroit Free Press.

At its final business session, the convention also:

Selected the Monticello home of Thomas Jefferson as the historic journalism site mark in 1960;

Adopted the report of its Freedom of Information Committee, which documents the FOI status in the United States as of the present;

Named Keith Masters of Chicago to a four-year term on the board of trustees of The Quill Endowment Fund;

Approved new undergraduate chapters at Brigham Young, West Virginia and Texas Christian Universities;

Gave South Carolina and Tulsa Universities the right to submit petitions for undergraduate chapters.

Previously, new professional chapters for Des Moines, Central Florida and New Jersey were okay'd by the Council.

This brings the total number of professional chapters to 56 and undergraduate chapters to 73.

Next year's convention will be held in New York City, with the 1961 conclave to follow in Jackson, Miss., and the 1962 session in Tulsa.

The convention adopted as its overall theme for 1960, "Let the People Know That Secrecy Is Their Fight Too."

As the theme for undergraduate chapters, the delegates came up with:

"Let's Tell Our Biggest Story—Journalism."

The convention bestowed one of the fraternity's highest honors, the rank of Fellow upon:

Byron Price, New York, long time news executive of the Associated Press;

Hal O'Flaherty, distinguished foreign correspondent of the Chicago Daily News, now retired; and

Houstoun Waring, editor of twin weeklies at Littleton, Colo.

Resolutions adopted by the fraternity—

1. Accused Fidel Castro's Cuban regime of "dictatorial action" against newspapers;

2. Commended the University of Missouri for establishing a Freedom of Information Center;

3. Asked clarification of judging qualifications of the undergraduate chapter Hogate Professional Achievement Contest;

4. Extended sympathy to Mrs. Ward A. Neff. Neff, a past president and long-time supporter of Sigma Delta Chi, died in Chicago last summer;

5. Urged its undergraduate and professional chapters actively to stimulate development of journalistic talent among the nation's bright young people;

6. Asked its undergraduate and professional chapters to step up their interchange of mutually beneficial activities;

7. Commended Executive Director Victor E. Bluedorn for his 20 years of membership and 13 years of service as the fraternity's director;

8. Thanked the cities of Indianapolis and Greencastle for contributing so greatly to the success of its Golden Anniversary Convention, and for the hospitality shown throughout the sessions.

Retiring president James Byron was

(Continued on page 29)

Nixon Covers Cranberries, Communism, Press Freedom

Vice President Richard Nixon faced what was probably one of the largest press conferences given a public official when he opened himself for questions at the Sigma Delta Chi annual banquet.

The Vice President related his views on everything from cranberries to Communism to more than 600 American newsmen and their guests attending the event.

Speaking on freedom of information, a subject dear to most delegates at the convention, Nixon said that "all of us agree that where the security of the nation is involved we should keep details secret."

However, he added that he "leaned toward more disclosure than less."

He said that when the national defense is involved files should be kept locked. But he added that too many times federal officials keep files closed when there is only one thing in the file that should be kept quiet.

"This is too often the easy way out," Nixon explained.

Concerning the recent television scandals, Nixon told newsmen that he took "a dim view of federal regulation of television or any other means of communication."

"There are enough honest people in the industry to set up their own policing force," he declared.

On the current subject of the steel strikes, the top SDX speaker felt that federal legislative action would only come if a settlement is not reached after the 80 day "cooling off" period.

Nixon said that if an agreement is not reached by the end of that time that Congress and the American people will have to re-examine the powers of labor and management.

Turning to the American farm scene, he said that "there is no more difficult problem than this one for both Republicans and Democrats to work on."

"It will be an issue in 1960 and I hope both parties will face up to it."

In the farming vein, he said that Americans will be sitting down to eat cranberries at their Thanksgiving tables since Secretary of Agriculture Ezra Benson has begun investigation of the contaminated batches concentrated in Oregon and Washington.

One of the main points Nixon emphasized was the growing need for the American people to face the "world challenge" in this atomic age.

"We realize the challenge is real," he declared, adding that "we're confronted abroad in country after country with dedicated people on the other side."

Nixon said that knowing these countries' cultures and languages is not enough.

"The greatest need in American edu-

cation abroad is inspiring our young people with a sense of mission so they will believe strongly in our cause and will outthink those on the other side."

He said that one of the responsibilities of the press was "to build this old-fashioned determinism."

Iowa State Beckman Winner; Hogate to North Dakota

Iowa State University won the 1959 Beckman Chapter Efficiency Award, and North Dakota took first place in the Hogate Professional Achievement Contest at the Sigma Delta Chi 50th Anniversary Convention.

Charles Klopf, delegate from the Iowa State chapter accepted the award from Robert Root, vice president in charge of undergraduate chapter affairs. The Iowa State chapter scored 85 out of 100 possible points in the judging.

Root presented the Hogate Award to Norman H. Cruse, delegate from the North Dakota chapter. The Hogate Award is presented to the chapter with the highest percentage of alumni still in journalism. North Dakota scored 100 per cent.

Other high rankers in Beckman competition were the University of Nevada, Oregon State, Wisconsin, North Dakota, San Jose State, and San Diego State, all within five points of the winner.

Other chapters with 80 per cent or more alumni still in journalism are North Texas State, New Mexico, University of Kansas, and University of Kentucky.

National President James A. Byron presented the Quill Award to the New York professional chapter.



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December 1959

No. 85

Few Pravda Ads Shows True Russ Standard: Scott

English newspapers are smaller than American newspapers simply because the English advertise less than Americans, said Laurence Scott, chairman and managing director of the Guardian, Manchester, England, in an address at DePauw University during the SDX pilgrimage honoring the first Sigma Delta Chi campus.

Speaking at a DePauw luncheon the third day of the 50th Anniversary SDX Convention, Scott told the group of 400 that since the American living standard exceeds the English standard, there is less use for advertising: the people just don't have the money to spend.

He said he considers the advertising lineage of Pravda to be a possible index to the "true standard of living of the average Russian."

Manchester, the home of Scott's Guardian, is one of the three English cities where local newspaper competition exists. Scott said this lack of competition "greatly increases the social and political responsibility of those who conduct the newspaper."

He continued, "... government, commerce, finance, banking, and alas, our culture are heavily centralized in London. This has led to the development of national newspapers which cover the entire country daily.

Scott said that each English newspaper "can make a living by appealing to only a certain stratum of the population. If it appeals to morons, it can be consistently moronic. . . ." Or appealing to other groups, he said, it can be of higher quality.

"Always struck by the superficial similarity of (American) newspapers," Scott observed that American newspapers are "trying to satisfy the needs of . . . all classes and age groups. The task dictates in general terms the nature of the newspaper."

Reviewing the present state of British television, Scott explained that the B.B.C. considers radio and television a public service, and maintains they should be financed through taxes, not advertising.

The B.B.C. believes broadcasting should be operated by intelligent men and women, and should be partly educational, not purely entertaining. The difficulty has been, however, that it tends to lose touch with its customers, Scott said, and that its independence from government control never has been guaranteed.

In 1954, after a "terrific battle," he continued, advocates of commercial television succeeded in promoting the Independent Television Authority, an agency similar to our F.C.C.

Professional Men Stress Recruitment, Information Freedom

Two top Sigma Delta Chi objectives were discussed in panel sessions of professional chapter representatives at DePauw Friday morning.

Delegates aired the subject of freedom of information and then moved into journalism recruitment. Vice President V. M. (Red) Newton presided. The panels followed President Russell J. Humbert's welcome to DePauw, where the fraternity was founded 50 years ago.

Al Austin, chairman, department of journalism, University of North Dakota, headed the Freedom of Information panel. Fellow panelists were Eugene S. Pulliam, managing editor, Indianapolis News, and Ray Dyer, editor and publisher, El Reno (Okla.) Daily Journal.

Panelists and floor speakers representing chapters, citing both problems and accomplishments, urged SDX chapters and members to pursue with vigor the people's right to know, through vigilance and intelligent and persevering action. Brief case-history reports from the floor and the rostrum were mixed with success stories and challenges that lie yet ahead.

Mr. Austin reported 32 states now have open-records laws and 23 states have open meetings laws. He and the other panelists pointed out that Sigma Delta Chi must pursue the Freedom of Information objectives in every chapter and on the local scene, the county and the state scene, for the fraternity's program to be effective. Vigilant action will be continued on the national scene, Vice President Newton reported.

Ed Thomas, public information manager, Southern Bell Telephone Company, Atlanta, coordinated the panel on journalism recruitment. The assignment of the national officers was to bring out what chapters have been doing—and what else they could and should be doing—to encourage and work with young journalists. Panelists were Walter W. Furniss, news director, radio station WCOL, Columbus, Ohio, and John Finnegan, editorial writer, St. Paul (Minn.) Pioneer and Press.

The panelists agreed there is general feeling among the fraternity—and the chapters themselves—that the local groups could and should do more in interesting young people in journalism, encouraging them and working with them. Some expressed the feeling that "more young men, although we like the girls, should be interested in journalism careers."

The place of—and chapter activity in—such matters as scholarships, awards and competitions, speakers' bureaus, counseling service, speeches, clinics and workshops was aired by the panelists and floor speakers. All urged the chapters to make journalism recruitment a key activity, expanding it where needed.

Reports during the two panels were

Panel Charges SDX Must Convince Public of Need for FOI Laws

The job of selling the public on the need for anti-secrecy laws has been taken too lightly by Sigma Delta Chi in its fight for freedom of information.

This opinion was expressed by two speakers during a panel discussion on freedom of information at the convention session at DePauw University.

Scott Learns Paper's Policy By Reading It

When the Guardian (until recently, the Manchester Guardian) supported the Labor Party in the recent British elections, it did so without consulting Publisher Laurence P. Scott.

Which is the way Scott wants it.

Scott appoints the editor and from there on, it is up to him.

Scott said the government of England is normally that of the Conservative party.

Labor only wins if the Conservatives blunder or in a crisis," he remarked. "The Guardian is independent with a liberal outlook. We think it would be nice to have a liberal government but we must choose between one of the existing parties.

"Labor won't win the next election unless there is a crisis."

Under the British system, the date of the next election is unknown. It will be set by Prime Minister Harold Macmillan.

Macmillan faces only two limitations—it must be held within five years and there must be at least three weeks advance notice.

That makes for a short campaign in marked contrast to the prolonged uproar in the United States.

"But yours are much more exciting," Scott conceded, perhaps enviously.

Also, Parliament is not torn with the conflicting ambitions of men who want to be prime minister.

"Everyone knows who the candidates will be; the leaders of the respective parties," he added.

given from the floor by John Doohan, Kansas City chapter; Tom Whalen, Fort Worth; Phil DeBerard, Miami; Dennis Orphan, Chicago; Kenneth Cole, Akron; Pete Pafalos, Minnesota; Felton West, Austin, Tex; Fred Siebert, Central Michigan; John McClelland, Washington.

Newton Elected

(Continued from page 27)

presented with the past president's key as he completed his duties. Robert J. Cavagnaro, general executive of the Associated Press, San Francisco, received a certificate as he stepped down as chairman of the Executive Council.

"The public thinks this is a fight between newspapermen and the legislatures," said Felton West, of Austin, Texas. "No one is interested except newspapermen."

West said he believes this reason is the main one responsible for the failure of open-meeting and open-records laws proposed in the Texas Legislature in 1957 and 1959.

Eugene S. Pulliam, of Indianapolis, said, "We have done a lousy job of selling the public on the need for anti-secrecy laws."

He cited a Purdue University survey that showed that many persons—in addition to many public officials—do not agree with the newspapers' concept of freedom of information.

Alvin E. Austin, chairman of the journalism department at the University of North Dakota, pointed out the need also of selling some newspapermen on the cause.

"We must do a little fighting in our own ranks," he said, "for there are some editors who don't think we need such laws or think we would be better off without them."

Austin said the freedom-of-information fight is just getting started, and he listed what he believes are the three phases of the campaign. They are (1) to get anti-secrecy laws on the books, (2) to use the laws and (3) to hold the line against public officials who don't like these laws.

Other speakers during the discussion included Ray J. Dyer, of El Reno, Okla.; Pete Pafalos, of the Minnesota professional chapter; Fred Siebert, of the Central Michigan chapter, and John M. McClelland, Jr., of the Seattle, Wash., chapter.

Each of the speakers described the freedom-of-information situation as it exists in his state. Several told how anti-secrecy laws or court decisions had proved effective.

New Members

(Continued from page 26)

Zeke Segal, news assignment editor, WCKT-TV, Miami, Florida.

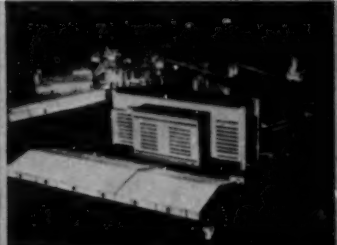
Edgar F. Seney, Jr., editor and publisher, Town & Country Reporter, South Miami, Florida; **Fred K. Shocket**, editor and publisher, Jewish Floridian, Miami, Florida; **Don C. Shoemaker**, editor, editorial page, Miami Herald, Miami, Florida; **McGregor Smith, Jr.**, reporter, Miami News, Miami, Florida; **Robert Swift**, assistant city editor, The Miami Herald, Miami, Florida; **Ben Bassett**, foreign news editor, Associated Press, New York, New York.

TELEVISION

THE QUILL for December, 1959

CITIES SERVICE[illegible]

LEADER IN INNOVATION
FOR 50 YEARS



IN QUEBEC - John Mayrille ELSEWHERE - John Mayrille

...the ... of ...

Executive Compensation
Chief Executive 1994 \$140.00—1993 \$100 million. Capital expenditures in 1992 40% compared to 30% in 1993. **1993**
 In 1993 sales of 100% were from 400 products from 10,000 SKUs sales → 1994 100% sales → 1995 100% sales → 1996 100% sales → 1997 100% sales.

1994-1995
 The company's 1994-1995 sales of 100% were from 100% sales in 1994 to 100% sales in 1995 and to 100% sales in 1996.

1995-1996
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2009-2010
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2010-2011
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2011-2012
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2012-2013
 The company's 2012-2013 sales of 100% were from 100% sales in 2012 to 100% sales in 2013 and to 100% sales in 2014.

2013-2014
 The company's 2013-2014 sales of 100% were from 100% sales in 2013 to 100% sales in 2014 and to 100% sales in 2015.

2014-2015
 The company's 2014-2015 sales of 100% were from 100% sales in 2014 to 100% sales in 2015 and to 100% sales in 2016.

2015-2016
 The company's 2015-2016 sales of 100% were from 100% sales in 2015 to 100% sales in 2016 and to 100% sales in 2017.

2016-2017
 The company's 2016-2017 sales of 100% were from 100% sales in 2016 to 100% sales in 2017 and to 100% sales in 2018.

2017-2018
 The company's 2017-2018 sales of 100% were from 100% sales in 2017 to 100% sales in 2018 and to 100% sales in 2019.

2018-2019
 The company's 2018-2019 sales of 100% were from 100% sales in 2018 to 100% sales in 2019 and to 100% sales in 2020.

2019-2020
 The company's 2019-2020 sales of 100% were from 100% sales in 2019 to 100% sales in 2020 and to 100% sales in 2021.

2020-2021
 The company's 2020-2021 sales of 100% were from 100% sales in 2020 to 100% sales in 2021 and to 100% sales in 2022.

2021-2022
 The company's 2021-2022 sales of 100% were from 100% sales in 2021 to 100% sales in 2022 and to 100% sales in 2023.

2022-2023
 The company's 2022-2023 sales of 100% were from 100% sales in 2022 to 100% sales in 2023 and to 100% sales in 2024.

2023-2024
 The company's 2023-2024 sales of 100% were from 100% sales in 2023 to 100% sales in 2024 and to 100% sales in 2025.

2024-2025
 The company's 2024-2025 sales of 100% were from 100% sales in 2024 to 100% sales in 2025 and to 100% sales in 2026.

2025-2026
 The company's 2025-2026 sales of 100% were from 100% sales in 2025 to 100% sales in 2026 and to 100% sales in 2027.

2026-2027
 The company's 2026-2027 sales of 100% were from 100% sales in 2026 to 100% sales in 2027 and to 100% sales in 2028.

2027-2028
 The company's 2027-2028 sales of 100% were from 100% sales in 2027 to 100% sales in 2028 and to 100% sales in 2029.

2028-2029
 The company's 2028-2029 sales of 100% were from 100% sales in 2028 to 100% sales in 2029 and to 100% sales in 2030.

2029-2030
 The company's 2029-2030 sales of 100% were from 100% sales in 2029 to 100% sales in 2030 and to 100% sales in 2031.

2030-2031
 The company's 2030-2031 sales of 100% were from 100% sales in 2030 to 100% sales in 2031 and to 100% sales in 2032.

2031-2032
 The company's 2031-2032 sales of 100% were from 100% sales in 2031 to 100% sales in 2032 and to 100% sales in 2033.

2032-2033
 The company's 2032-2033 sales of 100% were from 100% sales in 2032 to 100% sales in 2033 and to 100% sales in 2034.

2033-2034
 The company's 2033-2034 sales of 100% were from 100% sales in 2033 to 100% sales in 2034 and to 100% sales in 2035.

2034-2035
 The company's 2034-2035 sales of 100% were from 100% sales in 2034 to 100% sales in 2035 and to 100% sales in 2036.

2035-2036
 The company's 2035-2036 sales of 100% were from 100% sales in 2035 to 100% sales in 2036 and to 100% sales in 2037.

2036-2037
 The company's 2036-2037 sales of 100% were from 100% sales in 2036 to 100% sales in 2037 and to 100% sales in 2038.

2037-2038
 The company's 2037-2038 sales of 100% were from 100% sales in 2037 to 100% sales in 2038 and to 100% sales in 2039.

2038-2039
 The company's 2038-2039 sales of 100% were from 100% sales in 2038 to 100% sales in 2039 and to 100% sales in 2040.

2039-2040
 The company's 2039-2040 sales of 100% were from 100% sales in 2039 to 100% sales in 2040 and to 100% sales in 2041.

2040-2041

What does the Partnership Power Policy mean?



Two points: partnership policy
 is still new. The entire concept behind the Open to China was that of a partnership between a private and a government, which has and respects the co-existence, and private and public bodies, which *should* meet financing through contracts to buy goods.

The Ecuadorian policy is based upon the simplicity that the United Nations agreement should bring out of negotiation with private business, and that it cannot really spending great sums of taxpayers' money when there is a chance to obtain private resources capital to do the job.

This arrangement to private countries has been appreciated by the construction of water gardens in Ecuador. However, the government there are some major construction in public houses. However, private sector projects, have to profitability (ROR), first, by the municipality of Guano and Guano. These are also even

But this is not the whole story. For the production base from the PUEDs has already been considerably past being controlled by the private companies. The PUEDs themselves could hardly get the investment needed for such large projects without these contracts. In addition, these PUEDs have some of the functions of the national government. So they get into the practical job of production, they design practical ships.

The proof is simple here: that the national government is not able to do a lot of private and public bond agencies able to do the job as often these can't long-term, almost never was.

But despite this construction, such state power will be needed in the years immediately ahead. One of the projects urgently needed is the Infra-Infra. Even in the Colombia River, already completed in Germany. Two groups are working for it.

PRACTICAL RESULTS

The estimated production from the private and co-op will be 1.5/1000 lb/acre from the public sector, 1.0/1000 lb/acre from the Federal farms, 1.0/1000 lb/acre from the nonorganic, 17/1000 lb/acre from the private co-ops, the public sector farms, and the Federal government, in about 1960.

The advantage of public-private loans consists with limited this project. These attitudes toward this and other projects in all Eastern Europe countries, like the British-financed, there are not too diverse.

Amperex's Independent Electric Light and Power Companies

1992, pp. 200-201.



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